

# Maclean's

AN INSIDE  
LOOK AT THE  
HIGHEST COURT

## FOOD FOR LIVING

**THE BEST  
AND THE  
WORST**



**WHAT THE  
CELEBRITIES  
EAT**

**PROOF THAT CHOLESTEROL CAUSES  
HEART DISEASE**





THE CREAM. SMOOTH AS GLASS.



# Maclean's

CANADA'S WEEKLY NEWSMAGAZINE OCTOBER 23 1990 VOL 123 NO. 43

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## COVER

### FOOD FOR LIVING

Hardly a week passes without new claims—some alarming, some contradictory—about possible links between what North Americans eat and the state of their health. The result has been controversy and confusion. But, despite their bewilderment, Canadian consumers are changing their eating habits in a way that is revolutionizing the \$42-billion food industry.

— 46

## WORLD/SPECIAL REPORT

### AN ALLIANCE IN DANGER

The strength of President George Bush's international alliance against Iraq was put to the test when Israeli police killed 21 Palestinian rioters. In the aftermath, Washington urged Israel by backing a unanimous UN Security Council resolution condemning the violence in Jerusalem.

— 26



## CANADA

### A NEW TOP GAVEL

In what he calls an "act of insanity," Antonio Lauro, 57, new chief justice of the Supreme Court of Canada, keeps a carved wood statue of a monkey draped in a judge's robe and pig in his office. His court will be playing a vastly increased role in shaping the lives of ordinary Canadians.

— 14



## LETTERS

### DISPUTING THE FIGURES

As a western grain farmer, I take exception to Peter C. Newman's comments in "Farming the 'Dirty Nineties'" about the amount of money farmers receive from the government (Business Watch, Oct. 15). He implies that only western grain farmers receive the subsidies. He does not mention eastern agricultural producers who all receive a share of the total government spending he implies is a handout. I also have a grain farm in Manitoba, and the government subsidies per acre there are double those in Canada, where all crop-acre consolidated OECD figures can be very misleading.

William Kautz  
New Dayton, Minn.

### PAYING THEIR DUES

Your article "Getting the dirt off it" (Business, Sept. 30) might have pointed out that corporate tax changes already introduced by the government are designed to increase corporate tax revenues by 7.1 per cent, or almost \$1 billion, in their first full year. The Large Corporations Tax, which the Senate has held up since its introduction in the budget in August, in April, 1990, will ensure that all large corporations in Canada pay tax.

James Ramsay  
Chief of Staff  
Office of the Minister of Finance  
Ottawa

### A MISTAKEN SENATE PADDING

Your reporting of appointment to the Senate (C's) padded Senate seats: Opening Senate Oct. 18) betrayed your absence of factual research. For the record, senators receive a salary of \$82,180 and a tax-free expense allowance of \$94,000 annually. Despite your contrary assertions, I was never chairman of the Veterans' Appeal Board and I resigned as a member of that board upon my appointment to the Senate. Also, I am not a double-dipster: while in receipt of a Senate salary, regulations prohibit the drawing of a parliamentary pension.

Wm. J. Michael Forsyth  
The Senate of Canada  
Ottawa

### A WASTE OF MONEY

Kevin Doyle's call for a "much bigger and better equipped Canadian army" is absurd ("A mission for pride," From the Editor's Desk, Oct. 1). We cannot afford wasting money on better killing machines. While the Soviet Union announced plans to reform its beleaguered economy by increasing armaments plants are factories producing consumer goods, you want Canada to ignore its

### RETRACTION

In the Aug. 27, 1990, issue of *Maclean's*, a column by Peter C. Newman dealt with Victor Rice and Barry Cory. Victor Rice believed that an inference can be drawn that 50,000 Canadian workers at Victor's were laid off in Canada. That is not true. The 50,000 figure related to Victor's worldwide operations and, in fact, 18,000 Canadian workers were laid off.

There may have been an inference that Victor Rice enjoyed this part of his job. Such an inference was not intended and is untrue.

*Maclean's* unequivocally retracts these inferences.

domestic workers and gear up for war. I would not be surprised if your next editorial transports the value of conscription.

Michael MacDonald  
Barnstaple, Ont.

### THE COST OF CARING

I read with interest your article entitled "A Cry for children," (Business, Oct. 1) and I have also watched the reports and comments of

our political leaders on television and in the newspapers. I cannot help but wonder what kind of accommodation and much more politicians are engaging in at what cost. This costs a day may feed a child. At what cost to a politician's bid?

Mina M. Park  
Gore Sound, Ont.

Perhaps the most appalling thing about the problems of the world's children as referred to in "A cry for the children" is that articles such as yours still attempt to renege the inadequate, basic problem, namely overpopulation. The world's governments must, of course, do all they can to alleviate the existing problems. But the leaders at the United Nations' World Summit for Children are largely wasting their time and effort, and we completely waste all our in-lieu efforts, unless the population issue is addressed with at least as much seriousness as the other, essentially collateral, issues. Why are our leaders so blind, and why is *Maclean's* so afraid, to admit the real and obvious problem?

Ken D. Leggett  
Edmonton

Letter on child and wife by columnist: Please avoid negative or critical speculation on other. *Maclean's* gives us the right to know. *Maclean's* is a newspaper. Please don't do it. 111 Bay St., Toronto, Ont. M5H 1A7

### PASSAGES

**DEPT:** Arts patron Jean Chabreux, 81, psychiatric, following a long illness, at her Toronto home. Although not an artist herself, Chabreux devoted her life to supporting Canadian art and artists. With her husband, Marjorie Bland Ltd. chairman emerita **Playd Chabreux**, she donated millions of dollars, time and enthusiasm to projects such as the Toronto Symphony and the Canadian and Ontario crafts councils. She helped form both the Canadian Open Company and Young People's Theatre and provided financial support for numerous awards for promising young performers, including the Jean A. Chabreux awards for opera, theatre and choreography.



**AWARDED:** The Nobel Prize for literature, to Mexican poet and political activist Octavio Paz. The 76-year-old former diplomat, known for his narrative verse and sharp social commentaries, is the first Mexican to win the award, which is accompanied by a grant worth approximately \$800,000. Among his best-known works are *Labyrinth of Solitude* and *San Juan*.

**DEPT:** Vietnamese war hero **Le Duc Thu**, 78, in Hanoi. The Viet Cong's negotiating team in peace talks that produced a 1973 agreement to end the Vietnam War. He refused to accept his share of a Nobel Prize awarded to him and to the U.S. security adviser Henry Kissinger because of what he called "communist violations" of the agreement by the United States and South Vietnam.

**RESIGNED:** Theatre associate **Jonathan Miller**, 58, an artistic director of London's Old Vic Theatre. Miller, who is also a physician, a television producer and a comedian, left in protest after the company's Canadian owner, David Mervin, announced that he would mount two costly scheduled productions, including Shakespeare's *A Midsummer Night's Dream*.

**DEPT:** Former Liberal MP, diplomat and arts patron **Marion Gellner**, 77, in a Toronto hospital, of a long-term illness. After serving in Ottawa from 1963 until 1968, Gellner was a delegate to the 1970 General Assembly and headed the Canadian mission to 1980 in Geneva. He served as president of the Art Gallery of Ontario in Toronto and helped establish the Ontario Council of Canada.

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# SUSTAINABLE FORESTS

## A Forest for All Uses



### Responsible Stewardship

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Canadians have come a long way in appreciating the value of the forest. It provides the raw material for the manufacture of countless forest products we use daily in our homes, our schools, and our businesses, and ship to more than 80 countries around the world.

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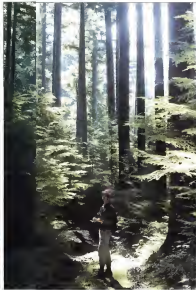
Augmenting nature's own considerable efforts to regenerate the forest by planting nursery-grown seedlings or by seeding is yet another aspect of sound forest management.

### Working with Nature

In Canada, natural and artificial regeneration are both important. Assisting nature means that, in partnership with governments, which

own most of the forests, about 800 million trees were planted in 1989, some 100 million more than were harvested. Planting seedlings is only the most visible expression of forest regeneration. With increased silvicultural treatment, more and more hectares of forest are successfully regenerated each year. We are also getting better at tending, nurturing, and protecting this growing forest.

All these forest management efforts are helping us to provide both the fibre that Canada will need in the future to support its economic growth, and the many enduring forest values.



### Healthy Forests

*The essence of wise resource stewardship is protecting and caring for our forests and other important resources. Healthy, vigorous forests are its reward. Ongoing government and industry programs are dedicated to improving our understanding of forest ecosystems; learning more about the long-term implications of forest management decisions; increasing our knowledge of the effect of acid rain and other air pollutants on the forest; and investigating the likelihood that actively-growing forests – efficient storehouses of atmospheric carbon dioxide – can lessen the greenhouse effect.*

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## LETTERS

### HEROIC OKA SOLDIERS

The native peoples of Canada deserve more than we can ever give them and they must be allowed to find their own way into the 21st century ("Apocalypse in western," Canada, Sept. 27). The real heroes of the day, however, have been the young Canadian soldiers who calmly kept the violence from escalating in most difficult circumstances.

Francis J. Haines  
Kingston, Ont.

There are few things to be proud of as Canadians in the disaster that became the crisis at Oka and Kahnawake, but one of them is certainly the conduct of the Canadian armed forces. The TV footage of young soldiers enduring the provocation of masked men proves that their reputation for professionalism is no myth. But Oka is still no place for the military. No one should mistake their action for the peacekeeping role that the United Nations recently won the Nobel Peace Prize for. Oka was a direct confrontation, not intervention between two feuding sides. Unfortunately, it is the political dog that is wagging the military tail.

Stephen Llewellyn  
Fredericton

### QUESTIONING OBJECTIVITY

Hear, hear, George Bain, ("Tilting the balance away from objectivity," Media Watch, Sept. 24). Indian representatives have certainly capitalized on the media's general bias in favor of the natives. The footage that I viewed showed a large group of Mohawks punching, shoving and slugging soldiers before the army took action in defense. The lack of condemnation of such acts is disheartening. As long as native leaders, fuelled by the encouraging media, focus all their energies on the "white man's shame," it is hard to see how the quality of life for natives will improve.

Margaret Browner Yrrebenchik  
Chatham, Ont.

I am glad that someone in the media has finally recognized the courage and discipline of our soldiers, while the rest of the media are degrading them. Whether or not our sympathies with native grievances is not the issue. In fair and balanced reporting, one must call it as it is.

Margaret Madigan  
Guelph, Ont.

### PILOTS OF SPIRIT

Today, I received my Oct. 1 issue of Maclean's with the photo of the pilots bailed for the Persian Gulf ("Ready for war," Cover). I am a junior officer in the Canadian Forces,

Yesterday, my daughter grafted the head of a monkey onto the body of a fish.

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## LETTERS

currently in training as an aerospace engineer, and have become close friends with a number of the C-18 pilots—the “Top Guns” who do indeed “work hard and play hard.” Congratulations on capturing the spirit and best of Canadian fighter aircraft operations and the attitudes of the groundcrew and pilots so accurately.

*2nd Lieut. Robin Cox,  
Canadian Forces Base Borden,  
Borden, Ont.*

### TIME FOR REFLECTION

In your report on growing American opposition to U.S. actions in the Persian Gulf (“The legacy of Vietnam,” *World*, Sept. 30), you mention the criticism that oilbuyers are feeling towards rising gas prices. It may be true that oil companies are engaged in unethical pricing, but that begs the point of whether higher gas prices are necessary as oil Americans are thoroughly addicted to their love affair with the private auto. What would be so wrong with Americans paying high prices to enjoy their gas-guzzling cars? The resulting profits could be put to far better use in the development of alternative transportation and energy options. The Gulf crisis should give the world an opportunity to reflect on the mistaken direction that our energy use has taken.

*Patricia Markey,  
Winthrop*

### ZEN AND THE ART OF LEADING

Wishes before being elected leader of the Liberal party, Jean Chretien was delivering his conclusion instead of drawing up his conviction (“A slow start for Chretien,” *Cover*, Sept. 24). At times, the confusion seemed more like anxiety or insecurity, which is not what we expect from a leader. Chretien should take his cue from an old Zen proverb: “When you walk, walk; when you sit, sit; but above all, do not wobble.”

*Great Sisters,  
Stratford, Ont.*

### LONG ENOUGH TO LEARN

I was under the impression that the basic function of elementary schools is to teach children how to read, write and even to understand the written word (“The talent killer,” *Education*, Sept. 3/6). How is it that 10 years, between the ages of 6 and 16, are not enough for our very well-paid teachers to carry out this basic function? It is a widely accepted fact that future economic success belongs to knowledge-based societies. That is already shown by the economic might of Japan.

*Dr. Tyler Ryschky,  
Nipaw, Ont.*

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## LETTERS

### EXPLANATION REQUIRED

I was reading in "Desperate diplomats," *World*, Sept. 10, that OPEC members have decided to pump about four million barrels more oil per day, an increase that is making up for almost all of the redesigned Iraqi and Kuwait oil. Will someone explain why the oil prices have to rise the way they did? In my opinion, there are more Canadian hostages than there is Iraq. It is me and my fellow Canadians who are being held hostage by the oil companies. I think this is a clear case of price-fixing, and our splendid federal government does not want to do anything about it.

Alphonse J. Labrec,  
Glebeau, S.C.

### CHANNEL-SWITCHING

Astute Canadians, for the most part, could not care less which American station is beamed into their homes, provided they get the programming they want ("Television tea that land," *Quoting Notes*, Sept. 10). The reception of the Bangor, Me., stations in the Halifax area may indeed be acceptable, but in Summerside, P.E.I., as in numerous other small Maritime communities, the reception of the scrambled pay TV broadcast is very often superior to that received from those Bangor stations. The CRTC should approve the switch to the Decret channel.

Robert Landner,  
St. Eleanor's, P.E.I.

### LITTLE SWITZERLAND

I was anxious to read Pierre Leduc's remarks about Quebec becoming "a sort of North American Switzerland" ("Positioning Quebec as the new Switzerland," *Business Week*, Sept. 17). For Quebec to do that would mean it would have to become a more tolerant and democratic place. It would mean giving up a lot of provincial power to the regional governments and perhaps tolerating English more than it does now. In a related way, the tragic happenings at Oka may even remind Canada to the fact that the only way that Canadian aboriginals will ever be able to achieve their goals will be through a Swiss-style deconstruction.

Roy A. Ward,  
Hamilton

### DYNAMIC DUO

What a ray of insight is to be found in Alan Fotheringham's "From a 'big endowee' to Tom Kerrans" (*Column*, Sept. 17). Stephen Lewis and Tom Kerrans possibly entering active politics? Is it too much to hope for?

Joan Simpson,  
Dow Mills, Ont.

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# OPENING NOTES

Princess Diana throws a high-priced party, John Buchanan jumps a queue, and Pierre Trudeau takes a dive

## THE PRINCESS AND THE RICH

Washington socialites with \$2,500 to spare had the opportunity this month of dining and dancing with Princess Diana. And those willing to cough up an extra \$1,000 could actually have their picture taken with Her Highness in a large glass box erected for the purpose. The occasion was a dinner to raise funds for new better computers and a residence for children with autism. But in a city that at the time was preoccupied with a federal budget impasse that threatened to shut down the economy, attention—even the glitzy, patriotic variety—appeared to be losing its appeal. Only 260 of the privileged class



Diana: pomp and circumstance

attended the affair. Indeed, the high-priced tickets, and the pomp and circumstance surrounding the fund-raiser, led some society members to accuse their fellow diners rather than risk bad publicity. Social sociolite Betty Gribble: "These are serious times. To be Lady Beautiful is not in good taste." Another no-show, Evangelina Bruce, said: "The price is out of proportion. It's very unbecoming." And one man who did attend later said, "Most of the people there thought it was a dumb idea." Guests were greeted by 10 British footmen, and the food was prepared by two chefs who flew to Washington from Britain for the occasion. Even the music was imported. Joanne Seymour, event manager for the London City Ballet, one of the beneficiaries of the benefit, defended the dinner: "I must say people here behave differently than they do in Britain."

## A voyage to the bottom of the sea

Pierre Trudeau turns 71 this week, but age has done nothing to diminish the former prime minister's ability to stay cool under pressure. Last month, Trudeau was the guest of a Soviet-American submarine expedition in California Bay. Canadian diving pioneer Joe Maclean and Soviet pilot Anatoli Sagalovich voyaged to the bottom of the Monterey Canyon about 35 miles off the coast. During the six-day dive, as what scientists believe to be one of the world's largest underwater canyons, the three saw seamounts formed by earthquakes and swarms of lemming crabs.



Maclean, Sagalovich and Trudeau: dives

At sea point, Sagalovich asked the usual question at the bottom of the canyon and saw strange plants and Russian caviar. Said Maclean: "We had about two miles of water over our heads. That's about five times the height of Toronto's CN Tower." Maclean

said that Trudeau remained calm. He added: "This must be for everyone. You'd think not be catastrophic. If something goes wrong down there, you need someone with a cool head." The office of prime minister is a good training ground for the abyss.

## SAUCY CHEF IS BACK

Gordon Kerr is back—with a new television program called, simply, *Gordon Kerr*. And the former *Gordon Cook* appears to have adopted a more amiable pace. Instead of such scenes and coffee-table domestic, the new show, which is broadcast on more than 100 U.S. stations, features Kerr, healthy fun. Kerr's earlier, free-wheeling program went off the air in 1971 after he was injured when a vegetable truck hit his motor home. Said Kerr, who later became a devoted Christian: "Five or ten people someone was trying to tell me something."

## INSULTS WITH A BITE GO PUBLIC

Maudie Rickler, author of *The Agreement* (Doubt) of *Grady Kresche* and the unclaimed *Salmon Gundy War* film, has shown that he can adopt a disarming mystique. Last winter, Rickler created a controversy and also arguably saved the country after fellow writer Peter Menzies called the author a "non-Canadian" for his outspoken support of the Canada-U.S. Free Trade Agreement. Menzies also said: "It's his [Rickler's] Jewish identity and it's his left-neighbourhood identity. He has no sense of Canadian identity at all." At the time, the usually outspoken Rickler responded calmly:

Language attacked



"I'm not going to dignify it with a reply." But Rickler has now shown that he, too, can be biting in his criticism. In a recent interview, Rickler attacked Menzies, president of the Montreal film festival. Said Rickler: "He has and there are now 51 countries with film festivals, including Quebec. He has declared Quebec a country. He gets away from Ottawa. How dare he?" And although Langue has publicly denied making the remarks, it appears that little neighborhood identities continue to prosper.



Rickler: 'non-Canadian' takes out

Continued on page 11

## Senators with push

Pushing rank in crowded senate appears to be a new trend for senators in a hurry. Not only did Pat Canine cause a controversy recently when he Canada forced to turn rights activist Rickles. They to give up her seat to the new senator on a flight from Vancouver to Ottawa but there has been some creative juggling going on at the other end of the country as well. Two senators from Nova Scotia—Felix Macdonald and John Buchanan (the latter present) were on their way home for Thanksgiving weekend when they found themselves stranded in Montreal on the Saturday morning with about 70 other people. The flight they were on from Ottawa to Halifax had developed technical problems during a stopover in Montreal. According to witnesses, Buchanan and Macdonald pushed to the front of the line and made the last available flight at 9:30 a.m. despite a storm of boos and catcalls coming from their fellow travellers. Many of the others, including a pregnant woman and a couple trying to go to a funeral, had to wait for the next flight at 11:30. Said one disappointed passenger: "They have no sense for people who really had a good reason for getting home fast. I thought their behavior was inappropriate." Another complained: "The inexperienced pilot crew let the people's health and safety be compromised." Said grumbling witness to stand behind the walls of the Senate chambers.



Buchanan: harrying home

## A SAFE SHOPPING SPREE

A London, Ont., resident says that taking the worry out of being dress should be more fun. John Kelly has opened what he calls Canada's first "vintageary." Customers who want to be safe and sexy are greeted by fans containing condoms in almost every color, shape and flavor imaginable. They come in black, orange, red, green and yellow. They are ribbed, spiral and extra-strong. They taste like strawberries, peaches and bananas. One French retailer has a toy lighter's head. Said Kelly, who will franchise the *Condomary* across Canada if it succeeds in London: "It has put some fun into wearing a condom." He added: "Condoms were previously seen as a poison killer. They don't have to be." Even if some of them have teeth.

## A POLITICIAN IN PRINT

Edward Schreyer, 50, premier of Manitoba from 1969 to 1977, gave general from 1979 to 1984 and high command in 1984 until 1985, says that he is considering whether to run for office. The political jack-of-all-trades was in Ottawa recently, where he told Maclean's that he may accept an offer from a To-



Schreyer: new job for an old P.M.

ronto newspaper to write a national affairs column. Said Schreyer: "This book called a new series is somewhat new to me, so I'm thinking about it seriously. I've been out of politics for some time, but I think I have a unique perspective. I go back a long time to active politics." Schreyer, who was teacher at the University of Winnipeg and at Simon Fraser University in Vancouver, beginning his career in 1960. He is known for his effusive personality or his thinking prose, but in Ottawa, at least, he is politically correct.

THE  
CONTEMPORARY  
CHOICE



AN AMERICAN VIEW



# Into the den of the dinosaur

BY FRED BRUNING

**W**hen a gang of raked runners harassed Boston Herald reporter Lisa Olson in the locker room of the New England Patriots, Americans learned anew that social progress is slippery as viewed from that football platters may be gradually as the girls as everyone's mascot and that the millionaire owners of professional sports franchises are apt to display the moral crevices of hipsters and cattle thieves.

Stories and denials abound, but let us note that, in the field of equal employment, organized athletes rarely have done more than stoosh towards enlightenment. In 1978, a U.S. Federal Court ruled that a woman reporter for Sports Illustrated be allowed access to New York Yankees locker room—confirmation that the U.S. Constitution applies even to those who rate a furrow among in the dugout and scorching their private parts on network TV. Not until seven years later did Major League Baseball and the National Football League enter—how to stop the steroids, open the doors and let female journalists do their job. Such is the pace of progress in the big time.

Since then, the good old boys who ran the show and the younger versions who play the game seemed more or less to accept the arrival of women onto their domain. Certain athletes and coaches actually make a special effort to be hospitable or at least to treat female reporters no more coarsely than males. Under the best of circumstances, the locker room can be hostile territory. Any professional writer—man or woman—knows that gain.

Holdouts were notable, of course. Dave Karger, the sports shaggy whose civility always stood in inverse ratio to his office proportions, once mailed a rat to a female writer. Six years ago, several men on the San Diego Padres harassed a woman baseball writer with X-rated assertions. Occasionally, some overpaid adolescent sends a jockstrap flying towards a woman writer, and there is a

*Reporter Lisa Olson says that she suffered 'nothing less than mind rape' in the New England Patriots' locker room*

constant gab of commentary that seems paraded from the script of *Party's Over*.

Stupidness accompanied itself again this year, when Jack Morris of the Detroit Tigers told reporter Jennifer Frey he would not talk to a woman while undressed, except if she were stop his instructor. In turn, Bo Schumacher, former football coach at the University of Michigan and now Tigers president, deflated Morris and offered his personal view of an orderly woman. "No female member of my family would be inside a men's locker room regardless of their job description," said Schumacher. A remark one suspects he uttered without first consulting the staff side of his household.

Though embarrassing and stupid, the Morris anecdote is eclipsed by the Lisa Olson story. According to Olson's account, she suffered "nothing less than mind rape" when Patriots tight end Brian Mayott and several other undressed players gathered round during her interview with cornerback Maurice Harris. "She's in here, give her what she wants," Olson recalls Mayott saying. Once Mayott scolded the traditional "every-woman-wants-it" theme, anything was possible, of course, and what Olson says transpired came uncomfortably close to carnal activity.

"I turned on I was facing into the locker, sitting sideways," Olson told *Newsday* sports columnist Steve Jacobson. "Two seconds later, he's standing inches away from my face and he fondles himself. 'Did you say this is what you want?' Mayott said." The reporter noted that she did not look at other players in the offending group, but tried to focus on the eyes of her subject, Harris. "I could leave at any time, but I was doing my job, which was to complete the interview. After eight or 10 minutes, it was an after-race, I kept losing my train of thought, and I had to leave."

One can only imagine how intolerant this must have seemed to Mayott and his band of merry dancers. Fear, humiliation, insensitivity—their little person may had it all. Until the story hit the papers, and trouble began to boil, the boys must have had a helluva time recalling the offer. Such laughter, says herold's *Sack* headline: *As a football team, the current Patriots are not much of a mascot. But when it comes to off-field stimulation—well, some of these chips are headed for the Hall of Fame.*

After Olson complained, Mayott admitted condoning the reporter but denied her own serious charges, explaining his "religious values" did not allow for such behavior. Also denying for cover was Victor Kase, owner of the Patriots and president of Remington Products Inc. Kase was overheard by two sports reporters calling Olson "a circus act," but, sover enough, the boys was spreading blame the fertilizer and even hinted heavily he would fire the *Patriot* general manager.

Next came full-page newspaper ads in which Kase challenged what the reporters stated they heard clearly and accused Olson to be her as less respect—sentiments that struck many as absurd. By then, the National Organization for Women had suggested a boycott of his electric shavers. Was Kase killed with remorse, or just worried that female commentators would think twice before among their legs with the *Lady Remington* line?

In the middle of the whole sorry affair, Sam Wyche, coach of the Cincinnati Bengals, wrote to her a female *USA Today* reporter from the team locker room. Wyche said he was merely acting as the best interview for his players and imagined that—those wives, bookkeepers, vice, coconspirators. Paul Tagliabue promptly dobered the coach with a \$30,000 fine. To its everlasting credit, the league also hired former *Washington* executive Philip Heryns to review the *Minister* case.

And why not? The issue of females in the locker room is serious business. Stated in the way of a person doing his work, humiliates her, questions her intentions, drive her away and you have put yourself in the camp of every employer who offends who has done something as job for the wrong reason—the shade of skin to out of hair. If players have trouble understanding such subtleties, how might as well plead ignorance, too. At a game after the Mayott scandal, the *Patriot* faithful spotted Lisa Olson and welcomed her with a rapping chorus of "Boys, anything was possible, of course, and what Olson says transpired came uncomfortably close to carnal activity."

Fred Bruning is a writer with *Newsday* in New York.

## A NEW TOP GAVEL

**CHIEF JUSTICE  
ANTONIO LAMER  
TAKES OVER A  
POLITICALLY  
CHARGED SUPREME  
COURT AGENDA**

His second floor, center office, is the Stuyvesant Court of Canada building, Chief Justice Antonio Lamer is close to many of the people and activities that fill his life. Through the window, the 57-year-old Lamer can see Ottawa River, where he plays canoe and golf. He is also a member of the *Macgill* Press. Outside Lamer, his dog, a view of the Gethsemane Hills, where when he was a boy, he picks a bunch, takes his dog and walks for up to five hours. Within the office, can be filled with patterns of Lamer's work. On the wall, a large map of Canada is displayed by floor-to-ceiling shelves lined with law books that Lamer accumulated during 28 years as a judge and 22 years as a lawyer to judge. And on a table close to his desk, Lamer displays a collection of wood carvings, including a small drum in the tradition of a ribbon and white wig of a judge. And a smiling Lamer, a native of Montreal, who became the chief justice of the court on June 30. "It is there as my act of kindness." At a time when the Supreme Court is playing a newly increased role in shaping the country's future, the Canadian judge is a particularly and

With the adoption of the Canadian Charter of Rights and Freedoms in 1982, the court's scope for determining the rights of Canadians and their institutions expanded dramatically. This fall, the Court's six judges will be asked for decisions on cases ranging from the legal rights of a fetus to the permissibility of mental retirement. At least one decision may have profound political consequences. The court will be asked to declare Prime Minister Brian Mulroney's recent expansion of the Senate unconstitutional. Said Lauder, in an interview with Maclean's: "Since the charter came into effect, we no longer rely rule on cases. Now, we rule on the laws themselves."

the president to select Supreme Court judges but its nonchance from public scrutiny and frequently harsh questioning by members of the Senate Judiciary Committee and the full body itself—which may vote a nomination down. Many Canadian legal experts dislike that system because, they say, the Senate's votes are often based on a member's philosophical views rather than on his political qualities. One critic of the American selection process is Steven Auer, who joined the court on Oct. 1. He told *Nation's* "I would not have allowed my name

Since the court's next chief justice, Romanus Leacock Willard (Bathurst), who retired from the Supreme Court in 1988 after 13 years on the bench, intensely disliked Ottawa and described the legal requirement that Supreme Court justices have their full-time residence in the city as "capital punishment." Leacock, who is warmly remembered in Quebec legal circles for his outgoing nature, said that he has changed his lifestyle since moving to Ottawa to become his seat on the Supreme Court bench in 1980. Declared Leacock, "I hate found a new circle of friends. Now, I am an old man."

In fact, each of the nine justices has a distinctive assemblage of personal and legal monuments. Lamer, after weathering early perceptions that his appointment to the high court was undistinguished, has won increasing respect. And his gracious manner makes him a favorite of other court members. Said one lawyer who deals with Lamer frequently: "He takes the job seriously, but not himself."

Among other long-serving court members Justice Gérard La Forest, 61, who has worked as a barrister since 1970, is considered to be the court's major intellectual and expert in constitutional matters. He was appointed to the bench in 1987 and found it difficult to deal with Justice Bertha Wilson, 57, from Ontario, who may retire soon; he is considered a liberalist and is one of the court's toughest liberals. But she is now looking at her last year in office. The court also includes Justice Quabbe, who was also considered a leading candidate to succeed former chief justice Brian Dickson after his retirement last June. He is regarded as a conservative on law-and-order issues, but an expert on family law, but lacking experience in dealing with social issues. Justices Stevenson, 56, is a low-key, pragmatic figure with a dry wit and a reputation as a thoughtful and disciplined jurist. But lawyers say that if not only to preside over the performance of Stevenson's duties, but also to write opinions, he will have to rely, until they are replaced, on Justices Cory, May, 1988. They are, however, famous for their non-extended law: John Sopinka, 57, former Quebec judge Charles Gauthier, 62, Peter Cory, 64, Ontario, and Justice B. Simpson.

The court's president, Chief Justice McLachlin, is the sixth longest serving member of the court.

For his part, Lamer said that one of his principal aims as chief justice will be to shorten the often-lengthy delay between cases being heard by the court and a final judgment being rendered. Said Lamer: "It is necessary to reflect on each case in a serious and thorough manner. But it is also necessary to address each case a little faster than we have been doing."

In fact, it is already evident that Lamer has his own firm ideas on how he will run the court. Last week he said that his actions will be guided by beliefs he has developed during his 16 years as a Supreme Court judge. Declared Lamer: "A judge is just an ear lawyer—and if you listen too much you cease a lawyer, you will also be too much a judge." Clearly, Lamer brings a down-to-earth pragmatism to one of the country's most powerful offices.

ANTHONY WILSON-SMITH and NANCY WOOD in Oxford

## National Notes

## ULTIMATE COSTS A DAM

Ottawa suspended \$1-million-a-month payments to Saskatchewan and sought legal advice after the province allowed work to resume on the controversial \$440-million Relferty-Alameda Dam. As well, members of a court-ordered federal environmental review panel resigned in protest against the resumption of construction work. Ottawa had been making the monthly payments since January, when work stopped to allow for the panel's investigation of the likely impact on wildlife and the quality of water in the Souris River.

#### STANDOFF IN THE SENATE

After bowling for the Thanksgiving weekend, the Senate resumed sitting—only to be plunged into a round-the-clock filibuster by Liberal members. The Liberals, who are trying to delay a vote on the government's proposed Goods and Services Tax, used such tactics as reciting 30-year-old speeches and reading out the full names and addresses of thousands of constituents.

#### CONTRAST: SCENE TWO BATTLE

Ontario New Premier Bob Rae said that his government will join the legal battle against the DCTB by challenging Prime Minister Brian Mulroney's right to stack the Senate with eight extra members. The Ontario government had not decided whether to join anti-DCTB court challenges by British Columbia and Alberta or to launch one of its own.

## HARD EVIDENCE

Officials of the Quebec coronor's office noted conflicting assessments of the cause of death of Cpl. Marcel Lemay, the Quebec provincial police officer shot during the July 11 assault on the Miramichi Indians' barricade at Oku. Dr. Lucien Blaisier, a physician who works part time in the coronor's office and examined Lemay's body, said that the officer was killed by a Miramichi who stepped out from behind a bank and fired 36 shots. Tallenger's attorney asserted that coroner Paul Dussan, confessed that Lemay was killed by a .223-calibre bullet—a type that he said was not used by the police force during the riot. But Dussan added that there was no conclusive proof of who fired the shot that killed Lemay.

## PLAYING THE WAX

Prime Minister Brian Mulroney said that the Conservatives will not field a candidate against Liberal Leader Jean Chrétien in a Dec. 18 by-election in the New Brunswick riding of Beauséjour.

# The 'Bacon bits' show

Nova Scotia's Tories want some respect

In a province where political developments have been closer to law than their high constitutionalism in recent months, the governing party was clearly intent on putting as much as to say their history. Last week, Nova Scotia Conservatives, organizing a leadership convention to elect a successor to former premier John Buchanan, who was appointed to the Senate last month, outlined several new rules for the leadership race. Among them, each candidate must provide a \$10,000 deposit and negative endorsements from registered Tories in one-fifth of the province's constituencies. The new requirements, and rules committee chairman John MacLennan, would encourage a "serious" leadership race and keep marginal candidates, "such as the president of the First Earth Society," safely on the sidelines. Declared MacLennan: "We are not engaged in entertainment."

But after 12 years of governing the region's most populous province, Nova Scotia's Conservatives have found themselves increasingly the object of public ridicule and even ridicule. For one thing, the only candidate who, by the end of last week, had declared his desire for Buchanan's old job was former civil servant Michael Zaretski, 41, an avowed member of an environmentalist, and one that he may have been a 150-year-old saint in a former life. It was Zaretski, as well, who applied an RCMP investigation of the Buchanan government over alleged patronage, including the purchase of \$52,700 worth of automatic toilet seat covers, apparently from a friend of Buchanan's. The disapparent was never used. In another unexpected development, Buchanan's popular wife, Maria, has said that she may contest her husband's recanted Halifax riding where a by-election is called.

Meanwhile, caretaker Premier Roger Boscawen has distinguished himself so far by mangled pronouncements that leave his listeners more confused than enlightened. Said Halifax Daily News columnist Anne Patterson: "We are becoming pretty deeply down here in Nova Scotia. The images we are sending across the country are not favorable." Added Patterson, a Liberal who once served as press secretary to former prime minister Pierre Trudeau: "The Tories will have to elect Harry Houdini if they are to survive."

Underlying that image problem is the collapse of the governing Tories in recent opinion polls. According to the latest survey, the Conservative government has the support of only 15 per cent of Nova Scotians—indicating that it is more like popular than the federal Tories. The party's own strategy is to win the public esteem initiated a further blow on June

12, when Zaretski, a former deputy minister of government services, told a legislative committee details of what he said was widespread Conservative patronage network involving highly placed friends of Buchanan's. The

made during and following Zaretski's June appearance before the House of Commons public accounts committee. During the hearings, Boscawen appeared to question the former deputy minister's emotional stability and mental health when he revealed that the Nova Scotia government had referred Zaretski to an Ontario psychiatric facility for evaluation. Boscawen also claimed that Zaretski had left the facility without permission.

Notes later sent to each the same time outside the meetings—where his remarks were no longer protected by parliamentary privilege. For his part, Zaretski later released documents showing that he was given a clean bill of health

those people weren't unemployed, they'd be working today." Then, in the words of Buchanan's marginally resigned-as-premier, Boscawen told a special TV audience, "We was all shocked." Days later, he told a reporter that his questions should be noted of the premier, and another journalist reminded him, "This was the premier." Addressing an uninvited meeting of top-level executives in Halifax last month, Boscawen welcomed the voters who had come, he said, "from all the corners across Canada."

But Boscawen has been clear on one point: he will act as a candidate in the February leadership convention. That convention will choose a

Travis Buchanan, Thomas Skelton, nephew of former leader Tony MacLennan, 31-year-old leader of the province's 500-member Progressive Conservative youth organization. "I don't think anything can stick to anyone forever. A new leader will sweep the dust away." Others think it may not be that easy. Said Joseph Stewart, a New Glasgow businessman who has been a Tory organizer for 40 years: "If the new leader doesn't make some big changes, we won't be in power long."

And last week, the government's long absence of scandal seemed certain to extend into the next time when opposition means revealed that Halifax lawyer Cherry Peggason, a Tory lobbyist who earns \$63,000 a year from two government posts as deputy clerk of the legislature and chief electoral officer, had also filed the province more than \$400,000 for other legal services over the past two years.

Meanwhile, Nova Scotia's opposition parties are clearly among opportunity in the wake of Alex McDonough's New Democrats, lapped by the surprise 880 victory in the Sept. 6 Ontario election, have included their attacks on the Tories. The Liberals, not power since 1978, have also turned up the heat. Last week, says Nova Scotia based copies of a statement by Liberal leader Vincent MacLennan on their doorstep. The statement declared that "stagnant, cynical" Nova Scotia voters had been misled by being "portrayed as living in a polluted backwater," and that the "trust they placed in government has been betrayed." Added MacLennan: "Today there is a demand for a new, accountable government. May that demand never wane."

But a potted to be an (stated) ally. MacLennan became the focus of controversy last week when Tory and not mass public criticism's trust fund that the party established in 1957 to subsidize the income of its leaders. The fund pays MacLennan \$46,800 a year on top of the annual \$52,000 compensation he receives as opposition leader. With the province's pay going about \$50,000, the extra income makes MacLennan Nova Scotia's highest-paid provincial politician. Last week, however, as the Tories took comfort in the controversy, MacLennan declared the fund on the grounds that some of his responsibilities are part-time—and should not be paid for with taxpayer's money. "I'll stand pretty Liberal functions, that should be the responsibility of the Liberal party," he said.

Although MacLennan seemed likely to avoid any further political drama from the trust fund, it was neither indication of the viability of Nova Scotia politics. In fact, some experts said that nothing can be taken for granted—even the apparent demise of the Tories. "Governments have changed before in modern and past in Nova Scotia," declared Anne Patterson. But as Nova Scotia's scattered Conservatives prepare for the unlikely task of choosing a new leader, it is clear that the house will have to be strong—and its rules stronger still.

openness and reform. "This is a great time to get our message out." Added Beverly MacLennan, 21-year-old leader of the province's 500-member Progressive Conservative youth organization. "I don't think anything can stick to anyone forever. A new leader will sweep the dust away." Others think it may not be that easy. Said Joseph Stewart, a New Glasgow businessman who has been a Tory organizer for 40 years: "If the new leader doesn't make some big changes, we won't be in power long."

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GLENN ALLEN is in Halifax.



PEEP's subsequent decision to open a formal investigation into his connections cast a lingering cloud over Buchanan's Sept. 13 appointment to the Senate—and argued many pro-Zaretski Tories. Despite that Zaretski denies that his entry into the Conservative leadership race enjoys good prospects for success. Declared Zaretski: "There is a wide range of support among Nova Scotians."

At the same time, actions on another legal front threaten to drag out the political drama from Zaretski's patronage allegations. Last week, lawyer Ronald Peggason appeared in provincial court in Halifax on behalf of David Norton, a 45-year-old engineer and Nova Scotia's former health minister, to face two charges that Norton illegally released confidential medical information about Zaretski. The charges stem from statements that Norton

at the Ontario court. But, on Sept. 23, after Halifax police charged him with one count of violating the Freedom of Information Act and another of violating the Health Services and Insurance Act. Norton, once considered a possible successor to Buchanan, resigned from that post on Sept. 23. Peggason indicated that the former minister will plead not guilty to both charges at his next court appearance on Nov. 2.

Meanwhile, Boscawen, 46, has been largely unable to resolve order as a sense of purpose to the government. A former successful dairy farmer and an effective master of a political arena as the Buchanan government, Boscawen has also frequently been the host of jokes for his twisted phrasing—which observers in the provincial legislature term "Bacon bits." He has called a "three-way street," and once warned up the problem of unemployment by saying, "If

Bacon (far left) MacLennan; Maria Buchanan; bowlers from the premier

new Conservative leader, who will be Nova Scotia's premier until the next election—which does not have to be called until September, 1993. To date, Zaretski is the only declared candidate. But, and party president, from Buchanan's, "There are a lot of people out there feeling the ground." Indeed, among the potential contenders are Attorney General Thomas McInnes, Transport Minister Richard Thorsburn, Management Board chair, Terence Downie, Industry Minister Donald Cameron, Small Business Development Minister Kenneth Strachan and backbencher Derrick Remblanc, a Halifax lawyer. Possible candidates from outside government include Nova Scotia Premier Corp. president and former federal MP Leon Cunniff, Halifax lawyer George Cooper and

Francis Xavier University at Antigonish. "It has been an embarrassment. You can't get much better than that," he said.

That verdict is echoed by some voters. "We need a new direction," said Christine Stanger, a nurse from Herring Cove, a community just outside Halifax. "And it wouldn't matter if it were Liberal or NDP." Added Stuart Ritchie, a 54-year-old subcommittee chairman from Dartmouth: "I've never voted anything but Conservative in my life and neither have my parents. And now I'm strongly thinking of voting NDP. A lot of people I talk to are feeling that way."

Said, some longtime Conservative supporters believe that the party's fortunes can be turned around. Meanwhile, he one said that the coming months will be a time of "renewed,

# Victims in the home

## Domestic violence surges in Quebec

On one northern, the women met gruesome deaths. The life was taken out of Monique Saint-Germain. An assistant teacher was strangled. Christine Tremblay was stabbed 19 times. Julie Piquet was choked to death. Lucie Gauthier, Danielle Provost and Genevieve Veinot. Lucie Rivest was shot. Jocelyn Poirier's throat was slit. And while the names of their deaths differed, the underlying circumstances did not. Quebec police say that each of the women was killed by a past or present husband or lover. In all, 21 women in Quebec have been killed this year, victims of a surge in conjugal violence that has startled police and alarmed social scientists. "I cannot really explain it," said Lt.-Det. Claude Poirier of the Montreal Urban Community police department. "But something strange is happening."

On an annual basis, the figures this year are roughly the same as those in other recent 12-month periods. Close to 36 women are killed by their partners each year in the province, a statistic similar to that in the rest of the country. What is unusual is the fact that more than half of this year's murders have occurred in the past three months. Since the beginning of August, 15 women have died—along with five children—in a result of conjugal disputes. "For some inexplicable reason, the casualties are happening one after another right now," said Sylvie Scherer, a Montreal lawyer specializing in family law. But the unusual increase in violence, taking place within a year of gaining Marc Lalonde's nomination of 14 women's advisers at the University of Montreal's polytechnical school on Dec. 6, has renewed debate over male hostility towards women—and society's role in saving the victims. Noting that some of the recent victims had previously sought protection from their mistreaters, Montreal women's shelter director Gail Seid said, "The men may pull the trigger, but it is the system that is killing the women and children."

There are few obvious parallels between Lalonde's slaughter of strangers and the spate of killings within intimate relationships in Quebec. But analysts at Lalonde's coroner and the smaller-scale acts of violence of the past few weeks say that they both reveal a simmering anger among some men towards women who challenge their dominance. Indeed, male researchers in a consensus thrust that runs through almost all the recent incidents of conjugal violence, "The bottom line is control," said Scherer, who spends 90 per cent of her time on cases arising out of domestic struggles. She added, "I am constantly dealing with men who want to control the women in their lives, who view their partners in some kind of property."

Lalonde, who began his killing spree with the words "I hate feminists" had a reputation for trying to dominate his female acquaintances and those women who had stepped outside traditional gender roles in their choice of careers. And social workers say that many spouse killings take place when the victims of conjugal violence try to free themselves from their partner's control—by threatening separation, divorce or some other independent



Popovic (left), Pariseau: *deputy had no charge of issuing a death threat*

action. Declared Claude Roy, director of a Montreal therapy group for violent men, "Killing is the ultimate act of control."

Most of the recent deaths fit that pattern. Julie Piquet, a 23-year-old Montrealer, died on Aug. 26 after she had moved out on her 25-year-old boyfriend, who has been charged with murder. Jocelyn Provost, 31, was fatally stabbed on Oct. 3 in the downtown Montreal apartment that she had left a month before in order to get away from her 26-year-old former common-law spouse. His body was found nearby, an apparent suicide.

But the danger often extends beyond the couple directly concerned. Police say that conjugal violence may have played a role in at least 11 murders of children in Quebec this year. An example of another such case occurred last month, when retired policeman Marcel Laroche, 63, was charged with the murder of his 10-year-old son and his wife, who had been harboring him estranged wife. "It is hard for these men to

accept a woman's declaration of independence," said Claude Desrosiers, director of a suburban Montreal women's shelter. "There are new roles in society, and this generation of men seems to be having trouble accepting them."

Clearly, fundamental changes in attitudes among some men are required, but many experts say that more immediate measures are also demanded. More space and funding for crisis shelters for women is one. Better police protection is another. Legislative changes to permit abused women to force their spouses out of their homes is a third. At heart, said Rosemary Gauthier, a professor at the University of Toronto's law and sociology faculties, society needs to learn to women who say that they are threatened. "Many of these women knew they were in danger," she said. "It seems

heavily sad to me that here are women who say they know the guy is going to kill them, who seek various legitimate ways to avoid this, and still they are killed."

Some authorities, in fact, may already be listening more closely. Last week, Quebec court Judge Marc Lussier drove to see Adrien Popovic, a prominent attorney and law professor at the University of Montreal. Popovic is charged with issuing death threats against his wife, Madeleine Pariseau-Popovic, who is well-known Montreal lawyer. Declared Lussier, in his ordered Popovic held momentarily until his preliminary hearing. "I would prefer to see by detaining him rather than find out if he is doing by threatening him." While the police made no reference to the current rash of domestic killings in Quebec, his decision was a clear sign of increased vigilance.

BARRY CANE in Montreal and BRIAN BUCHANAN in Toronto

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**ROYAL RESERVE**

# FEAR OF WINTER

**I**f an office whose peeling walls showed the effects of an winter of mild, windy weather, Communist party official Vladimir Duboslav accused the Soviet harvest season at Leszko Polny (Forest Clearing), a 3,000-acre collective farm 30 km north of Moscow. Seated at a desk last week beneath an outdoor picture of Vladimir Lenin, the 50-year-old Duboslav contemplated work sheets and production reports spread before him and then declared, "I have been with this farm for 15 years, and this is the worst year I can remember." Similar comments have echoed across the Soviet Union in recent weeks. Last summer's promise of bountiful yields of grain, potatoes and other vegetables has given way to a chaotic harvest hampered by bad weather, fuel and labor shortages, transportation bottlenecks and inadequate storage. "We have 500 workers here and we took pride in being the only collective farm in the region to bring in our crop of potatoes on our own," said Duboslav. "But, this year, we needed help from soldiers and teenagers."

The Forest Clearing collective's problems underlie the current disintegration of the Soviet Union's planned economy. Vladimir Tikhonov, an agricultural expert and member of the Soviet parliament, recently estimated that the country's authorized grain crop might have been as high as 260 million tons this year. According to Tikhonov, however, almost half that amount will disappear between the fields and the country's inadequate processing facilities. Some of it, he said, will be lost from the backs of open trucks because over-packed loads, rain will spill through holes in the sides of worn-out rail cars, and yet more of the grain supplies, temporarily piled outside warehouses in the absence of transport, will be soaked by rain and rot. As yet, Tikhonov and other experts bleakly predict that one-third of the potato harvest is rotting in the field because the country's inadequate and overcrowded processing plants cannot handle an increased yield.

Amid widespread concern about food shortages, Soviet President Mikhail Gorbachev has been assailed by critics of many political leanings. Some, including Russian Republic Presi-

## HARVEST CHAOS UNDERLINES THE DISINTEGRATION OF THE SOVIET UNION'S OLD ECONOMIC ORDER

dent Boris Yeltsin, have used the harvest debacle to press for even speedier reforms, while staunch Communists oppose such proposed changes as the private ownership of land. Gorbachev, meanwhile, spent part of last week reviving still another draft plan for economic reforms for presentation to the Supreme Soviet this week. And as Communist party general secretary, he also signed a meeting of the party's policymaking Central Committee to support the development of a market economy.

The party surrendered its constitutional monopoly on power earlier this year, but it is still a powerful, though declining, force in Soviet society. Accordingly, Gorbachev sought to reassure the 421 committee members of a shift to a market-driven economy did not represent the restoration of capitalism he had vowed to banish. He declared, "The transition will take place 'within the framework of the socialist choice and our allegiance to the socialist idea.'"

Party officials suggested that they were prepared to follow Gorbachev's lead and support such measures as private ownership of small businesses. Like Gorbachev, however, deputy general secretary Vladimir Ilovikov voiced reservations about the private ownership of land, saying that the issue should be decided in a national referendum.

That stand is likely to provoke a clash between Gorbachev and Yeltsin. The Russian Republic has already announced that it will launch a 500-day economic program—essentially what the Kew Gardens, that would eliminate the central planning system in favor of free prices by selling off state-run



Soldiers packing potatoes at Forest Clearing farm last week: labor shortages

factories and returning land to private farmers. Gorbachev has endorsed aspects of the plan, but he is also seeking to merge them with wily draft proposals by Prime Minister Nikolai Ryzhkov, which would largely retain state control of the economy.

Still areas as the debate over land ownership rages, the Soviet Union is shipping and exporting other resources that diminish central controls. Last week, the Supreme Soviet announced plans to reduce the powers of the state central bank, Gosbank. While Gosbank will continue to regulate the money supply throughout the Soviet Union, it will now be responsible to parliament and not the central government's executive. At the same time, banks as the 15 republics will gain greater independence and will no longer directly liaise with Gosbank branches. In addition, Gorbachev

also last week asked several visiting U.S. financiers for help in setting up one of the key institutions of capitalism—a stock exchange. But Finance Minister Valentin Pavlov later stressed that the government had no specific timetable for the re-establishment of institutions that dated more than 70 years ago.

Meanwhile, only an hour's drive from the Kremlin, Duboslav and other members of the Forest Clearing collective wrestled with a more immediate problem: extracting potatoes from unharvested fields. Under the current

thousands of soldiers across the country to help bring in the crops, was doing no more than preventing the potatoes from rotting on the ground. Said one, "They are only picking them for themselves." Indeed, Kalerikov confirmed that the 60 tons of potatoes gathered by his men during the past two weeks will be used to feed the unit all winter.

Two recent visits to the farm fields around Moscow underscored the Soviet Union's isolation from the world economy. In one, a ward train from Moscow to some very far west of Moscow, on Oct. 5, several pages

## World Notes

### A REMIL'S RETREAT

In a significant turning point in Lebanon's 15-year-old civil war, defunct Christian Gen. Michel Aoun sought refuge at the French Embassy and announced his 10,000 troops to stop fighting. Those moves came after a devastating attack on his headquarters in East Beirut by Syrian forces using jets, artillery and rocket fire. French granted political asylum to Aoun, who had been arrested by Iraq President Saddam Hussein.

### THREATS IN INDIA

Police in the northern Indian city of Hyderabad said that 47 people burned to death when a group of leftists set fire to a railway car in a protest against a government plan to increase state job quotas for lower-caste Hindus. The jobs-quota plan, announced on Aug. 7, had led to violent protests in which about 100 people have died, at least 50 of them by suicide.

### HARD LABOR FOR AN ANTI-SEMITISM

A Moscow court sentenced Russian nationalist Konstantin Ostrovskiy to two years of hard labor in a prison camp for leading an anti-Semitic demonstration. Ostrovskiy, 54, is a member of the Russian People's Movement (Pravyye) group, was found guilty of "antisemitic activity" for leading into a Moscow meeting of writers in January and demanding that Jews should leave the country. Supporters showered Ostrovskiy with roses after the verdict.

### ARREST IN PAKISTAN

Pakistan arrested the husband of a suspected Pakistani press minister, Benazir Bhutto, and transported her to the capital, Islamabad, on charges of espionage and subversion. Bhutto, who has several charges of abuse of power during her 20 months in office, denounced the action as a "pure witch-hunt." She is under arrest for her father-in-law's Party before parliamentary elections scheduled for Oct. 24.

### A SUCCESSFUL MISSION

Accidents aboard the U.S. space shuttle Discovery dropped sharply. Upjohn probe in its 24th mission ended around the unexplained loss of the tank. It was the first manned space flight since May, which a series of fuel leaks grounded two other planned flights.

### GERMAN SPY SCANDAL

German police accused Klaus Kurras, a senior officer in the Interior West German counterintelligence, of spying for East Berlin for the past eight years. Two alleged accomplices were also arrested.

MALCOLM GRAY at Leszko Polny

# A historic union

The pound lines up with the German mark

Britain's Conservatives had an entirely new hero last week. John Major, Prime Minister Margaret Thatcher's chancellor of the exchequer, her finance minister, is a 47-year-old, courteous banker who is generally regarded as one of the blindest politicians in the country. And as the year since he became chancellor, Major has delivered a steady diet of bad economic reports: rising inflation, soaring interest rates and mounting lay-offs. But when he stepped up to the podium at the Times' annual conference in the southern seaside resort of Bournemouth last week, Major received a rousing ovation. What changed the delegates was his sudden decision, which took effect on Oct. 8, to reverse years of British policy and link the pound directly to other major European currencies. That action, coupled with a corresponding cut in the nation's budget-deficit interest rate to 14 per cent, strengthened Britain's flagging economy and lifted morale in Thatcher's party—which may light the next election as early as the summer of 1990.

Major's initial announcement that Britain was joining the exchange rate mechanism (ERM) of the European Monetary Union sent a wave of euphoria through the country's financial markets. Stocking rose sharply against other currencies, and the value of shares, traded on the London stock exchange, jumped seven per cent in two days. But, by week's end shares had lost most of that gain, and there were sharp reminders that Britain still faces significant economic problems. The country's annual inflation rate in September was 99.9 per cent—a highest level in eight years. At the same time, manufacturers said that fixing the value of the pound at its present high exchange rate will make it harder for British companies to sell products overseas. Major himself admitted that the economic benefits might take years to appear. Added the minister: "This is not a quick fix."

The decision also exposed sharp differences within Conservative ranks over attitudes towards the European Community. The debate over joining the ERM had become a touchstone in Britain for political attitudes towards Europe and the main source of discord within Thatcher's cabinet. The prime minister, who is often accused of adopting a standstill and conser-

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Thatcher: euphoria in the country's financial markets

ve stance towards economic issues at their suggestion of the 15 ex-member states, had long insisted joining the ERM because she said it would undermine Britain's economic sovereignty.

Under the ERM, Britain fixes the pound at 2.93 German marks, although it can still move by six per cent above or below that range. In the past, Thatcher warned that Britain could not join until its inflation rate was closer to the European average of about five per cent. But after a year of unsuccessfully fighting inflation by raising the basic interest rate to a peak of 15

per cent, she finally yielded. Political analysts maintained Major and other ministers persuaded her that only by linking the pound directly to the stable German mark, and using the new discipline to get closer to Germany's low inflation rate, could British inflation be beaten.

Still, Thatcher insisted last week that joining the ERM did not indicate that Britain was prepared to accept a common European currency. The president of the European Commission, former French finance minister Jacques Delors, has proposed that the 12 EC states agree at a December summit meeting on a plan to eventually replace pounds, marks, francs and other currencies with a single new one. In 1990, to be called the ecu. Delors's plan would involve creating a European central bank that would take direct control over key aspects of monetary policy from national parliaments—and Thatcher is one of the strongest opponents of that development. In a speech to the party conference last week, she declared: "We shall never accept the approach of those who want to use the European Community as a means of removing our ability to govern ourselves as an independent state."

Other party leaders, however, sent out different messages. Thatcher's foreign secretary, Douglas Hurd, for one, possibly wanted that Britain must defend its interests by participating fully in EC decision-making. He added, "There is no future in a softer, deferred, top-down membership of the Community." But the continuing resistance towards the agreement by Thatcher and many of her senior aides aroused suspicion that Britain may use its new position inside the club to delay moves towards a single currency. Hours after Major announced his decision, Delors told French journalists, "Only the future will tell whether this is a promise for slowing down integration."

For Thatcher, however, it provided new hope that she might not sever her popularity and win a record fourth straight term in office. While her Tories have lagged behind the opposition Labour Party in opinion polls for the past 18 months, they have closed the gap from a nearly 15 percent lead spring to between seven and 12 points now. If joining the ERM brings inflation and interest rates down sharply over the next year, it will greatly improve Thatcher's chances for today as an election that she has to call by June 1990. But win or lose, many analysts concluded that last week's events made it more likely that her eventual successor could be her party's latest favorite, John Major.

ANDREW PHILLIPS in Bournemouth

# GOTCHA!



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## Burning bridges

Racial reforms take a halting step forward

On Oct. 6, a self-styled cult leader claiming to be the son of God recruited about two dozen young men in a black suburb of the South African seaside resort of

Durban. Early the next morning, the group acted on its zeal at a beach-fronted martial arts shop in downtown Durban, ran outside and brutally attacked white protesters. Eight people, in-

cluding a 60-year-old Greek tourist, were rushed to hospital with knife wounds. Just 14 hours later, unidentified gunmen fired automatic rifles at a bus just outside Durban, killing six black commuters. Those explosive events sent shock waves through the Indian Ocean community, raising fears that the racial violence that has claimed hundreds of lives this year in the black township near Johannesburg was beginning to spread. And many South African liberals said that, unless black leaders and the white-minority regime negotiate a democratic, consociational constitution and begin to address the social problems that underlie much of the violence, the slaughter will only escalate. Said Peter Gaudron, an opposition Democratic Party MP: "This was the work of desperadoes. These people are totally brutalized, and death does not mean much anymore."

Just before the bloodbath at Durban, President F. W. (Fredrick) de Klerk had taken a step towards closing the chasm that has divided whites and blacks. Meeting comrades set forth by the African National Congress for full-scale constitutional negotiations, he announced that the government would release as many as 3,000 political prisoners and allow up to 30,000 ANC activists to return from exile without fear of prosecution. Thus, in a further gesture towards harmony, the 500 delegates attending the 75th annual conference of the Cape province wing of de Klerk's governing National Party unanimously voted approval of his proposal to open party membership to the country's black majority.

Late in the week, however, that new climate of consensus was shattered when ANC spokesman Sake Makoane accused de Klerk of failing to counter right-wing white violence against blacks and joining "the white negotiations process to properly" Justice Minister Hendrik Oosters-Cocher responded to that criticism by saying that he would delay announcing guidelines for the release of political prisoners and the return of exiles until the ANC clarified its objectives. In the midst of that controversy, de Klerk, who also faces growing opposition from right-wing whites to his reform proposals, flew to Europe to press his case for an end to South Africa's long international isolation.

The breakdown in the government-outgroup process stemmed from a meeting in Cape Town on Oct. 6, where ANC deputy president Nelson Mandela criticized the government for failing to take action against right-wing elements of the security forces who, he said, had instigated the violence in the townships near Johannesburg. De Klerk has conceded that some outside elements may have participated in the violence, which has claimed nearly 800 lives in the past two months. But he has said that it is rooted in tribal and political differences between ANC militants and supporters of the conservative, Zulu-based Inkatha movement.

De Klerk has accused the ANC of trying to shift the blame for atrocities committed by its followers. But ANC leaders, saying that they have hundreds of affidavits from township residents and others attesting to security force involvement in the killings, threatened to ac-

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### WORLD

criticism and control their armed struggle against white rule since the government takes the allegations seriously. After last week's three-hour meeting with Mandela, de Klerk said that the two sides had "different current perceptions concerning the causes and handling of this violence."

The controversy erupted on the eve of de Klerk's European visit, where he planned to meet with an international group of young business leaders during a 36-hour cruise from Portugal to Britain as an effort to encourage reinvestments with South Africa. De Klerk also planned meetings with Portuguese President Mário Soares and British Prime Minister Margaret Thatcher that appeared to be aimed to bolster a European Community summit beginning in Rome on Oct. 27. De Klerk has not openly ruled the report from newspapers' sensational, but he has worked hard to improve his standing abroad. And one European diplomat, who asked that his name not be used, said that the South African leader appears to be achieving that goal. "The most remarkable thing about this [European] visit is its very unambitiousness," said the diplomat. "President de Klerk is traveling the world freely after decades of isolation."

That softened international stature has clearly helped de Klerk consolidate his support within the National Party. The meeting in the party's Cape stronghold last week was the third of four pre-annual party conferences to approve de Klerk's decision to open the party to blacks—and a strong indication of how firmly he has been able to swing the once unwieldy pro-apartheid party behind his reform policies.

Some South African analysts said that National Party delegates have realized the government has gone so far towards ending racial reform that it has already lost a majority of white support—and that it will lose the next election unless blacks are allowed to vote. "What we are seeing," said University of Cape Town political scientist Peter Collins, "is the National Party having its historic lodges even as it tries to generate a rift to get it across the Rubicon." That strategy, he added, is a "risky endeavor."

The design of that strategy was evident last week when Eugene Terre'Blanche, leader of the far-right-wing Afrikaner Weerstandswaag (AW) and one of the town hall in the industrial town of Johannesburg, was blown back—blasted by bullets outside—bearing the AW's emblem on his chest. In a heated address, Terre'Blanche warned that whites would fight any black takeover of the government. "If apartheid blacks want to kill and make white people," he yelled, referring to the Durban rioters earlier that day, "we will live there with the gravel." With violence escalating in the black community, and more rioting among whites threatening to take up arms, the road towards racial migration looked ever more dangerous.

MARK MEMERTZ and CHRIS EAGLETON in Cape Town

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# AN ALLIANCE IN DANGER

## ISRAELI VIOLENCE IN JERUSALEM SHAKES BUSH'S SOLID FRONT AGAINST IRAQ

For weeks, President George Bush was able to present it as an essential military operation designed to preserve global order. Working through the United Nations, he urged the moral and military support of most Arab states—and other world leaders—in sending 380,000 troops to the Persian Gulf to oppose Iraq's invasion of Kuwait. Then, last week, a violent confrontation in Jerusalem shook Bush's coalition and shattered the carefully constructed alliance. Israeli police shot and killed 13 rioting Palestinians near the holy city's Western Wall, and wounded more than 100 others. In the aftermath, Washington sent and hypothesized the anger of all Arab states—a highly unusual move, it drew a UN Security Council resolution criticizing the situation as "excessive." That did not satisfy the Arabs. But after four days of debate, the 11-member council unanimously adopted an amended version of the resolution, as reported by Canada and Britain, condemning "the violence perpetrated by Israeli security forces" and setting up a UN fact-finding mission to investigate the killings and report by the end of the month.

It was the sharpest U.S. condemnation of the Jewish state since the United States supported a UN resolution condemning Israel's 1982 conquest of Lebanon. The decision immediately drew criticism from Israel and from U.S. Jewish organizations who said that the action

should also have condemned the Palestinians for causing the Oct. 4 violence. But, in supporting the council, the United States eased the strains on its fragile Gulf coalition. And officials at the United Nations were clearly elated with the hard-won unanimity. Yasu Furtner, Canada's UN ambassador, said that passage of the resolution was "a gigantic step in the right direction." Added Furtner: "The American move, given their sensitivities and their relationship with Israel, is nothing short of revolutionary." Council president Sir David Hoare of Britain said that the council would give "a greater voice to the message that is going out."

The crisis arose at a critical time for Bush. After a long presidential honeymoon, during which public opinion polls came in against an approval rating of 76 per cent, he was suddenly in trouble over his handling of an intractable domestic problem, the federal budget. His last-tying handling of that case—on a technicality, his inability to rely on the support of his own Republican party in Congress for tax increases—raised doubts about his political judgment. Sen. Representative Thomas Downey, a liberal Democrat from New York. "This is a President who has troops in foreign soil and he is unable to command his own party."

**Tension:** Tension in the protracted Middle East crisis was heightened by the murder at Cairo on Oct. 15 of Rifa'at Mahjoub, the Speaker of the Egyptian parliament, the second major politician in the country and a strong ally of President Hosni Mubarak. U.S. officials said that U.S. intervention at the Gulf affected the motives of the American administration to that unshaken. Mahjoub's official car was under attack, analysts added that they attacked only because Mubarak accused him of pro-

ducting Saddam Hussein of sending terror squads to destabilize Egypt. "It could be an internal operation or an external one," said Interior Minister Mohamed Abdel-Rahim Hosni.

Dubai telegraphed Mubarak to convey his condolences for what a Washington statement described as "the most vile kind of terrorism." Earlier, Bush publicly criticized Israel for not acting "with more restraint" in dealing with the Palestinian rioters. Administration officials said in private that Bush was outraged over the shootings. Then, U.S. diplomats went into action to control the damage that the Jerusalem incident caused to the Western-Arab alliance against Iraq. Acting swiftly to counter Hussein's renewed attempts to link the Gulf issue with Israeli occupation of Arab lands, U.S. delegates at the United Nations obtained a resolution that some analysts described as the most crucial ever of Israel. It characterized the Jewish police action as "excessive," but placed no blame on the Palestinians for what initiated the trouble by stoning Jewish worshippers.

Jewish UN representative, Jonathan Stein, reacted bitterly. He said that his country was being made "a sacrificial lamb" to enable Bush to ensure that his Gulf coalition. Bush's UN spokesman for U.S. Jewish spokesmen also responded angrily. Leaders of the powerful American Jewish Congress accused the administration of "caving in to the political riffs of our nervous Arab allies." And Seymour Reich, chairman of the Conference of Presidents of Major Jewish Organizations, said that Bush's action was "doing night of principle" life added, "The UN is engaged in hypocrisy."

Many members of the UN Security Council, notably the seven nonaligned nations that support the Palestine Liberation Organization,



Israeli soldiers confronting Palestinians in Jerusalem. Washington backs a Security Council condemnation of Israel.

made clear that the U.S. resolution did not go far enough. They called for a resolution of their own, riding on the Security Council to send a special team to investigate Israeli treatment of the Palestinians in occupied lands and make recommendations for their protection. That resolution seemed to give broad support. But when the U.S. delegation threatened to veto it, the nonaligned nations amended the resolution in an attempt to secure a unanimous vote. Apparently with the grating approval of the PLO, they agreed instead to urge the sending of a less high-powered mission, by sending out the Security Council had UN Secretary General Javier Pérez de Cuellar.

But the Americans still objected to the section of the resolution calling for missions to ensure the safety and protection of the Palestinian population. U.S. Ambassador Thomas Pickering called for a more limited resolution that, while appointing some liaison to the Palestinians for providing the Jerusalem council, would have confined the secretary-general's mission to reporting on the current situation in the occupied territories without making recommendations for action.

**Compromise:** As UN diplomats debated, it became clear that, while anxious to compromise, some of America's closest supporters in the Gulf, including Britain, France and Canada, feared the unopposed resolution, which was sponsored formally by Yemen. Pictet told Mubarak's as the search for an acceptable compromise went on that Washington's condemnation of the shooting in Jerusalem was "a very significant breakthrough" in U.S. policy. He added, "There is an awareness on the part

of the Americans that this act of tragic human interest go unpunished by the international community." Furtner added that he "and nearly every other member of the Security Council" were striving to find what is called "a huge message" of the U.S. justice and peace. But if such compromise proved possible, he said, Canada would vote for the nonaligned resolution.

Britain and France also indicated that they would vote for the limited resolution if no recommendation was achieved. Bush's high-level French President François Mitterrand, but failed to extract a commitment that France would change its stand. And in London, the British Foreign Office took the unusual step of announcing that Foreign Secretary Douglas Hurd had phoned U.S. Secretary of State James Baker to warn him of the damage that a veto would do to allied efforts in the Gulf. Egypt's UN envoy, Amr Moustafa, was also outspoken. "Whether American veto would be very harmful, very dangerous." Against that pressure, the UN diplomats finally reached agreement on the Anglo-Canada compromise at week's end. Under that resolution, the UN team will investigate only last week's shootings and not the broader issue of the treatment of Palestinians.

On Wednesday official told Mubarak that our standing block at the United Nations was the American negotiating strategy. "You don't get down your trust Tuesday and say this is," said the official. "Many members of the non-aligned group, when they saw the text, said that it was unbelievable. Then, the PLO backed it and said, 'Let's go for the moon.' The

United States should have insisted and negotiated." That official also criticized the United States for sending an assistant secretary of state John Bolton "over Pickering's head" to negotiate with Security Council members. "It was like being called in by the schoolteacher after school," the official said.

For his part, Furtner said that passage of the resolution represented a breakthrough for the coalition. "In the past, we had never spent time fine-tuning the words of a resolution. Instead of three U.S. because we knew that the United States would veto it," said Furtner. "There is a new process beginning, and the process is to involve the United States as Israel's best friend."

**Nervous:** Still, the drawn-out maneuvering at the United Nations deepened the nervousness of U.S. Gulf policy. Since the crisis began with the Iraqi invasion of Kuwait on Aug. 2, the Bush administration has steadily heightened diplomatic, economic and military pressure against Iraq. But by building up its military forces in the Gulf and sponsoring new Security Council initiatives. At the same time, it has relied international financial support for the effort. But throughout the week, and one Washington official, "we have been riveted to this latest Palestinian issue—the Gulf has had to go to the back burner."

Meanwhile, some independent analysts observed that U.S. policy was beginning to drift off course. Said Barry Rubin, an analyst at the Washington Institute for Near East Policy: "I am beginning to get a little nervous. I wonder if the United States is losing control." And reports that Kuwait is being looted and damaged.



beared by Iraqi occupation forces, Rubin questioned whether it might soon become impossible to put the tiny Gulf states together again. "If this continues for six months," he said, "Saddam Hussein will look like a winner. Kuwait won't exist anymore, and U.S. troops will still be sitting in the desert."

In London, Hurd appeared to address the same concerns in a BBC interview, stating that the alliance will have to decide "within a matter of weeks" whether to go to war. Arafat Kuwait's ambassador in Washington, Saif al-Nasr al-Salah, told U.S. congressmen that "time is running out" for his country (page 32). As he spoke, the massive military buildup in Saudi Arabia was nearing completion, with an estimated 300,000 servicemen and women from a dozen nations, of whom 280,000 are American and nearly 1,500 are Canadian.

**Occupation:** As the Americans and their allies prepared for a possible military showdown, the showdown in Jerusalem reinforced Bessner's attempts to shift attention from his occupation of Kuwait to Israel's 23-year-old occupation of the West Bank and Gaza. Even the Arab states that support U.S. policy in the Gulf clearly want a cold, direct link between the two issues, arguing that the Palestinian problem must be tackled only after Iraqis have been forced to withdraw from Kuwait. Said Martin Indyk, director of Washington's Near Eastern Studies Center, "The U.S. has to establish a direct linkage, at Kuwait until there is a solution to the Palestinian problem."

For his part, Hussein fired a new round in his propaganda war against the U.S.-led alliance by



U.S. soldiers in the Saudi desert: massive buildup

blasting a US-authorized trade embargo for a lack of aid and medicine for Iraqi children in a broadcast message to King Fahd's son, Prince Khalid. He said that "those who shed crocodile tears for children" were to blame for the death of any Iraqi child that was caused by "their unjust blockade." Earlier in the week, Hussein had threatened to ravage the 21

Palestine killed by Israeli police with a new long-range missile that he called *Al Wiyah*, which means "the stone" in Arabic—an obvious reference to the stones that are the main weapons of the Palestinian intifada, or uprising—against Israel.

Iraqi threats also extended to the Soviet Union. Moscow formerly was Iraq's main supplier of weapons but now supports U.S. efforts to force Hussein out of Kuwait. An Iraqi military spokesman warned the Soviets, who had access to "secret" Iraqi military secrets, not to disclose that information to U.S. Defense Secretary Richard Cheney during a scheduled visit to Moscow this week. If they did, he said, the Iraqi government might prevent the departure of 5,000 Soviet civilians from the country.

**War:** Meanwhile, some analysts said that Bush's huge domestic problems, mainly related to following a new budget, may lead Hussein to adopt an even tougher position in the coming weeks. And as oil prices continue to rise, the United States may be driven into a recession. In Washington, the department of labor reported that a 30-percent increase in gasoline prices during September had helped push up the producer price index by 1.6 per cent. If nationwide inflation persisted at that rate, the department warned, it would result in a crippling annual rate of 30.9 per cent. But an uptick in oil prices wouldn't be enough to offset the disinflation effort on the economies and the people of the United States and its allies.

JOHN HERMAN and JULYAN MACKENZIE  
in Washington and KERO 321,000 in Jerusalem

## THE 'TOP GUNS' TAKE TO THE SKIES

Canada's Top Gun returned to action last week from their new base in the tiny Gulf state of Qatar. The military's premier pilots, who had been based in Germany, began flying their CF-18 fighter jets at the dawn of the Persian Gulf, when Syrian Caudron warbirds have been crossing shipping traffic for the past month as part of a multinational economic blockade against Iraq. It has not been an easy assignment. The 504 Canadian pilots, groundcrew and support staff—all stationed in the heavy grass coastal townships designed for a Canadian climate—have had to endure average 40° C heat in a potential combat zone. But many of the Canadians told Maclean's that their mission will allow them to prove their abilities. "It's an opportunity to do what we're trained for," said Capt. Steven

Penryth, a 27-year-old pilot from Kesteven, N.S. "We don't want to go and shoot airplanes, but we're basically here to do our job."

The Canadian task force, code-named Operation Scimitar, began arriving at an airfield in Qatar this military will not reveal the exact location for security reasons. On Oct. 8, initially staged in a hotel, the troops spent the first few days cleaning and fumigating a construction workers' barracks near the airfield to turn it into Canada Day One—home for two thirds of the forces in Qatar. The rest will start moving out a Canada Day Two—a camp of construction trailers within the airfield perimeter—when it is fully assembled this week.

Many of the troops said last week that they were pleasantly surprised when they arrived in Qatar, a tiny Gulf sheikdom greeted into the modern age five decades ago by the discovery of oil of reserves beneath the desert. "I had this impression that it was going to be very old and barbaric," said Cpl. Mark Evans of Cape Breton, who maintains safety systems on the CF-18s. "But it's a lot more modern than I

thought." Still, two Canadian soldiers who were assigned to their shorts last week are counted in the displacement of desert Qatar militants. They were pulled with public. Public relations officer Maj. Norbert Coy of Montreal said that the soldiers had been based on local customs, which discourage exposing bare arms or legs, "but some people have to be told these."

Canadian and other allied air force officers rarely met and shared news for each nation's aircraft. Coy said, "We made sure that there are no holes in the defence screen." And last week, the Canadian CF-18s landed with Sparrow radar and Sparrow's best-weapon missiles. Fewer than first missions over the Gulf to guard against any aerial attack on the Canadian ships. By week's end, the Canadian pilots had not encountered any Iraqi aircraft. But in the heat of the Gulf crisis, they may soon see their abilities tested to the limit.

MARY NEMETH

# Front-line dateline.



Saudi Arabia, August 22, 1990.

Mackenzie's correspondent Hilary Mackenzie became the first Canadian correspondent to arrive at the front line of the Gulf Crisis.

Her arrival carried on a tradition at Maclean's of going where news is being made so that you get the most immediate view of world events exclusively in the pages of Canada's Weekly Newsmagazine.

**Maclean's**

THE WELL-INFORMED CHOICE

# BLOOD ON SACRED SOIL

## A DEADLY CLASH DEFILES THE HOLY CITY

**T**housands of worshippers gathered at Jerusalem's Western Wall last Thursday, singing and dancing to celebrate Sukkot. One of the most joyous of Jewish festivals. But only a few yards away, blood stained the flagstones of the golden Dome of the Rock mosque on the Temple Mount, where, three days earlier, Israeli police opened fire on Palestinian rioters, killing 21 people and wounding 180 others. It was the worst outbreak of violence in the holy city since Israeli captured East Jerusalem in the 1967 Six Day War. And at last Thursday's gathering, Jews walked bare and took coats checked at Amer Shaleh, Israeli minister of religious affairs, defended the shootings. Said Shaleh: "We are not the ones who are responsible. Those who throw the stones are the guilty ones." Despite that defiant tone, however, the killings led to a wave of international condemnation of Israel. They also showed what Palestinian leaders had previously been unable to accomplish: they reversed the myth that the opening a giant Israeli occupation of the West Bank and Gaza Strip that first erupted late in 1987.

The violence on the Temple Mount immediately led to renewed rioting in the occupied territories. According to Arab and Israeli regime soldiers killed at least 780 of those rioters, bringing to more than 780 the number of Palestinians killed by troops or Israeli civilians since the mid-1980s began. A Jewish taxi driver found shot to death near Jerusalem, authorities said, may have been killed by Palestinian extremists, bringing to almost 50 the number of Israelis who have died in the rebellion. Attempting to control the violence, Israeli authorities imposed curfews on Arabs in the occupied territories. Then, they temporarily closed the Temple Mount, barring Arabs from the Dome of the Rock and Al Aqsa mosque, the holiest shrine site outside of Mecca and Medina. Said Shaleh, for the first time in 23 years.

**Priests:** Israeli worshippers trying to break through the police cordon were turned back with tear gas. The Mount was reopened later, although police still barred young Palestinians from the shrine. Meanwhile, Palestinian leaders in the occupied territories, where black flags flew from rooftops last week, announced a weekend protest strike. And Arab leaders in Israel called a two-day strike to express their sympathy.

Muslim leaders said that Palestinian went

Palestinians under guard at Temple Mount: an ancient religious dispute



to the Temple Mount on Oct. 8 to defend the shrine from a group of Jewish activists. They denied that the crowd had planned to lay a symbolic foundation stone for a Jewish temple on the site. Israeli officials, however, said that they had accused the Muslims that police would prevent such an action.

Still, a crowd of about 3,000 Palestinians gathered on the Temple Mount and began throwing bottles and stones at more than 30,000 Jews praying below them at the Western Wall, also called the Wailing Wall. As the Jews fled, Palestinians attacked and burned a police station on the Mount and hauled stones to a secondary border police. The police fired, returning, then moved in with tear gas, rubber

baton and tear gas. Washington condemned the Temple Mount killings, saying how determined it was to avoid any escalation, that they are being up with Israel against a fellow Arab state in the Gulf.

**Killers:** In an apparent response to the international outcry, Shaleh last week appointed a high level commission, led by a former head of the Mossad intelligence agency, Majgen Zee Zee, to investigate the killings. But Arab and left-wing Israelis immediately criticized the investigation panel because it is not empowered to subpoena witnesses and would be ineffective in a search. Leaders of the Citizens' Rights, Moslem and Shalom parties said in a joint statement: "The gravity of the



Israelis crying on gas masks: drawing Israel into the Gulf crisis

events, the human tragedy involved and the serious international danger caused to Israel require that the investigation be conducted by a special commission with the authority and the necessary tools to get at the truth."

Still, many Israelis appeared more critical of the police for letting the situation get out of control than for opening fire on the rioters. Said an editorial in the influential Israeli daily Ha'aretz: "There is no doubt the Arab attack was planned, but also to doubt that the police failed to prevent this attack, or to handle it efficiently and with as few casualties as possible." The editorial continued: "The results are grave: many deaths, great damage to Jewish-Arab relations in Jerusalem and Israel as a whole, and the weakening of the peace plan to be able to maintain peace in Jerusalem and the holy places."

The Temple Mount has been a source of friction between Arabs and Jews for a millennium. It is revered by the Jews as the site of the temple erected by King Solomon about 3,000 and 2,000 years ago respectively. And the Western Wall is the last remnant of the second

Jewish Temple destroyed by the Romans in 70 A.D. To Muslims, the Temple Mount is also the site from which the Prophet Muhammad is said to have ascended to heaven in the seventh century.

After the Arab ruler Saladin won control of Jerusalem in 1187, Muslim clerics banned all soldiers, including Christians and Jews, from the Temple Mount. With varying degrees of tolerance over the years, Jews were permitted to pray in a narrow alleyway on foot of the Western Wall. But during the 17th century, Muslims began to claim exclusive rights to the Wall as well. The Turkish sultans, however, who had by then established the Ottoman Empire's reign in the region, had recognized Jewish and Jewish rights to the Wall.

The controversy over the Mount continued after the First World War, when Britain seized Palestine and resumed the practice of a Jewish homeland there. As Muslim resentment increased over the growing numbers of Jewish immigrants to the region, the Mount became a flash point for Arab-Jewish tensions. The British tried, but failed, to find a compromise. And in 1928, a mob of Arabs attacked Jews praying at the Wall, sparking a series of riots throughout Palestine that left more than 130 Jews dead. "In modern times," the Israeli writer Amos Elon wrote, "non-Muslims have found religious freedom in Jerusalem, but among Arabs a sense of exclusivity is explosive at that among Jews." He added: "One Jewish mosque is another mosque; one Jewish cemetery is another cemetery. The claims overlap and society is inevitably concerned to exclude."

**Suspensions:** After East Jerusalem fell under Jordanian rule in 1948, virtually all Jews were kept away from the Wall and the Mount. That changed after Israel seized Jerusalem in 1967 and victorious Israeli troops looted the blue and black flag of David that over the Dome of the Rock. When Moslem flagmen then Israel's defense minister, followed his patrol into the Old City and the Temple Mount, he refused to take down the flag and restored administrative control of the Mount, but not the Wall, to Moslem authorities.

Still, many Muslims say that they fear that Israeli leaders will change their attitude and prevent them from praying on the Mount. In the decade of military occupation that has deepened steadily since Israel occupied the West Bank and Gaza Strip 23 years ago, another deadly confrontation may be impossible to avoid.

MARY McNEIL with ERIC SILVER in Jerusalem



An Iraqi tank guarding Kuwait City's military club takes sides of torture and rape

## WITNESSES TO TERROR

### REFUGEES ACCUSE IRAQ OF SAVAGERY

**T**he story unfolded and unfolded many times. As related by former Kuwaiti resident Deborah Had, occupying Iraqi soldiers forced a woman in labor away from the Sabik Military Hospital in Kuwait City. When the woman arrived in pain, the woman said, "they got a boy out through her stomach, putting her to the wall." It was one of many chilling eyewitness accounts of Iraqi atrocities heard by a House of Representatives committee in Washington last week. A succession of refugees from Kuwait testified about widespread violations, rape, kidnappings since the Aug. 2 invasion by Iraq—providing a shocking reminder of the reason why the Persian Gulf region is now in crisis. And as an unopposed plea for military action to end the occupation, Kuwait's ambassador to the United States warned the committee that the UN trade embargo against Iraq will not succeed. Said Shaki Said Nasir al-Sabah, "There is nothing out. I hope we can find a quick and prompt solution to remove my people."

As the refugees recounted grim tales in Washington, a U.S.-chartered Iraqi plane picked up hundreds of Westerners who had

been stuck in Kuwait, including women from Canada, and flew them to London on what diplomats said would be the last such flight allowed by Iraq. Those refugees, however, mostly American women and children, underwent interrogation and harassment by Iraqi authorities before being allowed to board the plane; they said later. And 12 people who wanted to leave were detained and forced to stay behind. The detentions led to a warning from the United States: an airstrike breakdown to Kuwait on the Voice of America radio, the government urged Americans "to keep a low profile and exercise caution, especially adult male Americans. Iraqi soldiers continue to detain Western males and to deny embassy officials access to them." Meanwhile, the 25 explosions that dotted Iraq's Aug. 24 deadline to shut down in Kuwait, only Iraq—those of Canada, the United States, Britain and France—remained open late last week.

**Servants:** At the Washington hearing, Had, an American married to a Kuwaiti, told of other violent incidents. "I saw Iraqi soldiers raping a woman and a young girl," she said. "The soldiers forced the woman's husband to watch

act, when they had finished, they shot him." Had also stated she saw Iraqi soldiers burning teenage boys, whom they accused of participating in the resistance, by putting lit cigarettes into their eyes.

Another witness, a teenage girl who identified herself only as Nayrah, said that she was vacationing in Kuwait with her mother when the Iraqis invaded. Her voice breaking with emotion, Nayrah described a horrific accident at the Al-Adas hospital in Kuwait City, where she was working as a volunteer. Said the teenager: "I saw the Iraqi soldiers come into the hospital with guns and go into the room where 15 (patients) babies were in incubators. They took the babies out of the incubators, took the incubators and left the babies on the cold floor to die." She also recounted the brutal treatment that a 22-year-old Israeli received at the hands of the invaders. Said Nayrah: "The Iraqis denied his hand was a missing part and said he almost drowned. They pulled out his fingers and applied electric shock to sensitive parts of his body. He was lucky to survive."

Dr. Khaleel al-Sayid, who escaped Kuwait with his family in a car caravan across the desert to Saudi Arabia, said that he had seen Iraqi soldiers shooting at women and children, and trucks firing indiscriminately at Kuwaiti houses. He added that, at the Mubarak El Kaber hospital, Iraqi troops rounded up all the patients most of them very sick or very old, and forced them at gunpoint into the corridors to make room for wounded Iraqi soldiers. Said the doctor: "Half the patients died because they were moved from their rooms, removed from life-support machinery or denied other medical treatment."

Beth Schaeffer, Al-Qadisi, an American married to a Kuwaiti ex-husband, escaped with her three children aboard a U.S.-chartered refugee flight on Sept. 7. She told the hearing: "The Iraqis have systematically destroyed the Kuwait that I came to know and love. The high-rise hotels and government buildings have been reduced to rubble and ash. The commercial waterfront, where I would sit with my family in the gardens and eat or cruise, has been destroyed." Schaeffer, Al-Qadisi said that she fears for the safety of the husband and travels the land to leave behind, adding: "The Iraqi soldiers' respect for human life seems negligible that they make bets on how many lives a Kuwaiti will take between the time he is shot and the time that he dies."

Iraq's ambassador to the United States, Mohammed Al-Munir, angrily denounced the testimony as "a pack of lies." But, for Nayrah in particular, her nightmare experiences in Kuwait hold a terrible truth: "What I saw happen to the children of Kuwait and to my country has changed my life forever. We are children no more."

ANDREW BRISKE with correspondent reports



A special advertising supplement to the October 22, 1990  
issue of *Nuclear* magazine

# THE ONLY CAR AUDIO SYSTEM THAT COMES EQUIPPED WITH ONE OF THESE.



When Lamborghini designs a new sports car it is not unusual for the engineers to change everything.

In that way the Lamborghini Diablo is no different from its predecessors.

Starting with a new mid engine, six cylinder powerplant and a lightweight, rectangular tube chassis, the Diablo is capable of speeds of over 330 km/h. And it's 100 km/h in a heart-beat in your mouth's seconds.

And although the Diablo is the result of years of continually advanced automotive thinking, there is still one part that simply couldn't be improved upon.

The Alpine sound system.



**ALPINE**  
CAR AUDIO SYSTEMS

As one engineer succinctly put it: "When you've designed the very best sports car in the world, you don't settle for anything less in its audio system." This unequivocally summarizes Lamborghini's position on Alpine car audio systems.

It may also explain why year after year Alpine is chosen as the preeminent car audio system throughout the world.

To experience the superior sound of an Alpine car audio system, may we suggest that you visit your nearest authorized Alpine Dealer. Or if you would prefer your nearest authorized Lamborghini Dealer.

**TO TRY TO KNOW** a luxury car is to love it and while luxury buyers may initially be drawn by its image, they can't help but appreciate, even revel in what the car really can do.

"From a pure product point of view, these cars are absolutely spectacular," says Dennis Deslauriers, president, Deslauriers Automotive Consultants Inc., Toronto. "They are engineering marvels."

The demand for luxury vehicles is, in fact, growing. As a result, the debut of two new luxury lines, Toyota's Lexus and Nissan's Infiniti shouldn't take a bite out of any manufacturer's piece of the pie.

"We actually foresee some increase in overall demand because of these new entries," says Jan Kofron, product plans manager, Ford of Canada, Oakville, Ont.

Infiniti and Lexus will be sold from separate showrooms with dedicated staff, a trend that Honda began with its Acura division in 1982. Volume sales are needed to sustain these separate distribution channels, but others are considering separate franchises for their luxury product.

Across the board, consumers are moving upscale, upgrading from the mass-

## INTRODUCTION ENGINEERING MARVELS

Canada just last July.

But today manufacturers must go beyond the product itself to appeal to the consumer in other areas, specifically service.

"Manufacturers are just realizing that customer's efficiency, efficiency and precision are not an end in one of the most possible ways of engineering that end loyalty," says Deslauriers.

Most luxury customers firmly believe that luxury should be hassle-free. Even minor repairs that enjoy enviable reputations for reliability and quality are doing what they can to enhance their product and service, while diagnosing themselves from their competitors. Most have comprehensive maintenance and service programs. Some also provide loaners or valet service. Drivers, like Nissan, offer owners complimentary, high performance driving courses.

At this point, the warranty and maintenance programs differ substantially from manufacturer to manufacturer and even line to line, but as these become more uniform, consumers and sales people will require.

This section helps you get to know and your a luxury car, detailing new models and updates to existing vehicles. It discusses the current trends and reviews the global luxury car market, country by country. At the end of each section, the cars are listed by base price category.

lance's entry level through to the top of the line product as their disposable income grows. Once these kids are through school and they're just off their mortgages, couples are spending their new-found disposable income on investments, travel, leisure and luxury vehicles. But whether the prying of North America truly increases the demand for luxury cars remains to be seen.

Meanwhile, consumers' values are returning to the more traditional, which is also having an impact on the market. The luxury

buyers who had been devoted to their Jaguars and Mercedes new want to get back to nature and they need a tougher, more practical vehicle to do it.

"No one wants to be perceived as too ostentatious," says Mizel. "Porsche is out and the Jeep is in. Gator is out and Nike is in."

This trend is pure proof of Land Rover's marketing and business acumen as its Range Rover product became available in the U.S. in 1987 and is



"From a pure product point of view, these cars are absolutely spectacular."

The Acura Integra sports an interior with leather and wood trim. It features a fully automatic transmission and body construction as well as a 200-hp, 2.0-liter V6, making super.



# If You're Building A Car To Take On The Legendary High-Performance Luxury Sedans, Just Making It Equal Means You've Failed.

Instead they focused on wielding this kind of power to an astonishing level of efficiency. Indeed, the Lexus LS400 is projected to be one of the only 250-horsepower luxury sedans efficient enough to escape all fuel con-

sumption penalties in North America. In fact, as a single aspect of the LS400's performance comes at the expense of another.

Their answer was found in an

engineering breakthrough called TRAC, otherwise known as our new Traction Control System.

TRAC can actually sense when the rear drive wheels are beginning to

slip on slick surfaces. Within milliseconds, TRAC can limit the wheelspin by throttling back the engine and gently pulsing the rear brakes.

As for the four-vented disc brakes themselves, they're actuated by one of the world's most advanced ABS (Anti-lock Braking Systems), capable of sensing different levels of traction.

The same degree of ingenuity was reserved for the car's interior as well. Located in California Walnut and leather trim and seats, the cabin also features as standard equipment, the first ever power tilt and steering column with air bag.

And to the right of this same remarkable column you'll find something else of note: The ignition switch. To acquire the key for it and to arrange a test drive, call 1-800-26-LEXUS for the dealer nearest you.

  
**LEXUS**  
The Relentless Pursuit Of Perfection.



Some cars are called "new" more by virtue of their date of release than by their degree of innovation. Not so the Lexus LS400 luxury sedan.

If this sounds like so much adver-

tising hyperbole, consider the fact that the automobile you see before you has a long list of patents pending.

Next, consider that it's armed with an incomparable Four-Cam, 32-valve,

250-horsepower V8 engine.

For a luxury sedan to have this much power is impressive in itself.

But the 1400 engineers from Toyota didn't stop to be impressed.

For example, while the LS400

can accelerate from zero to 60 mph in only 7.9 seconds,\* our engineers asked themselves what is the goal of such swift acceleration if it becomes unusable in foul weather?

Their answer was found in an

engineering breakthrough called TRAC, otherwise known as our new Traction Control System.

TRAC can actually sense when the rear drive wheels are beginning to





# Announcing the 1991 Cadillacs



1991 SEDAN DE VILLE

## Canada's most successful luxury automobiles gain new stature.

### SUBSTANCE BEHIND THE STYLE

Behind the new styling of the 1991 Cadillac Fleetwood and DeVille lies the full-size, six-passenger luxury afforded by the largest wheelbase of any front-drive sedan.

A new, more powerful, 4.9 litre V8 generates 200 horsepower to let you pass and merge with confidence. A

new electronically controlled, four-speed automatic transmission assures



impressively smooth shifts, even at highway speeds. Fleetwood and DeVille afford you the largest interiors of any front-drive sedans.

Computer Command Ride, a new speed-sensitive suspension, softens the ride for added comfort in city driving, then firms automatically at highway speeds for impressive stability and control.\*

The reassuring control of sophisticated anti-lock brakes are standard, helping to maintain steering control on a variety of road surfaces.



Plus a no-deductible, 3 year/100,000 km complete vehicle coverage warranty and a no charge scheduled maintenance program\*\* 1991 Cadillacs, Canada's most successful luxury automobiles.



CADILLAC STYLE

\*See your dealer for terms of this limited warranty.  
\*\*Optional on 1991 Sedan DeVille.

# NORTH AMERICA

BETTERING EXISTING LUXURY LINES

AMERICAN CAR manufacturers aren't overly concerned by the recent arrival of Japan's luxury and Lexus luxury product and are increasing their involvement, with European and British manufacturers, while constantly bettering existing luxury lines.

Chrysler now owns Lamborghini and is competing on several ventures with Mercedes-Benz. Ford is more involved with Great Britain, specifically Jaguar and Aston Martin Lagonda. GM's ownership of Lotus, the British specialty manufacturer will eventually be an equally significant relationship.

At Chrysler, the prestigious Imperial continues as Chrysler's flagship car for 1991, with a new 3.6-liter V6 engine. The front-wheel-drive Imperial is powered by a new 3.6-liter multi-port, electronically fuel injected, V6 engine, teamed with Chrysler's computer-controlled Ultradrive, four-speed automatic transaxle. Anti-lock, four-wheel disc brakes and an automatic rear load leveling suspension system are also

standard. A front-and-rear, electronically controlled, automatic air suspension system is optional. A new Mark Cross package option includes leather upholstery. The 1991 Imperial is protected by Chrysler's Crystal Key Owner-Car program as is the New Yorker Fifth Avenue sedan also has a new optional 3.6-liter, V6 engine as well as an optional security package, a vehicle theft security alarm and remote keyless entry system. Its standard engine is a 3.3-liter, V6 engine with a multi-point electronic fuel injection and Ultradrive four-speed, computer-controlled automatic transaxle.

Strictly speaking, the Fifth Avenue will carry base model sticker prices below the \$80,000 mark, but it shouldn't be too hard to find heavily optioned, fully equipped versions into the \$80,000 range.

Chrysler's TC by Mercedes convertible is still available in the U.S., but won't be coming to Canada at all. In fact, the 1991



"Ford is making significant functional and exterior changes to a number of its luxury lines."



The New Yorker Fifth Avenue Sedan has a new 3.6-liter, V6 engine.

model will be the last one ever produced. Ford is making significant functional and exterior changes to a number of its luxury lines.

For 1991, Thunder offers several major powertrain upgrades, plus a number of additional functional improvements. The 3.0-liter V6 now gets the sequential intake and a new mass air system. In addition, a new electronically controlled four-speed automatic over-drive transaxle is now standard on all models except the SHO.

In the Thunderbird line, a 3.0-liter, HO V6, 200-hp engine is now optional on the standard and LX models, while the 3.8-liter, supercharged V6 engine still powers the SC. A new electronic automatic transmission control system is available on LX and SC models. The vehicle maintenance monitor that was standard on the LX and Super Coupe models is now optional.

The Mark VII Ball Ball designer series upgrades include a 3.37 rear axle ratio, one-stage steering and handling suspension.

There have been several major powertrain upgrades on the Continental, including a new standard dual exhaust system producing a 15-hp increase and an electronic four-speed automatic overdrive transaxle.

The Lincoln Town Car's overhead cam V8 engine improves fuel efficiency and performance while reducing noise, vibration and harshness. Other functional improvements include a new front suspension, standard inter-locked disc brakes and the availability of traction assist with the optional anti-lock



The Cadillac Allante has a new Phase II convertible top.

brake system. Bumpers and body side moldings have been refined.

At GM, 1991 Buicks feature more power fuel engines with electronically controlled automatic transmissions in the Reatta coupe and convertibles and Riviera.

The advanced 1800 V6 engine with barrel port injection is now the standard engine on the 1991 Park Avenue, Park Avenue Ultra, Wildcat, Reatta and Regal Grand Sport. This engine substantially boosts low and mid-range torque and delivers 170 hp and 220 lb-ft of torque.

The electronically controlled 4T60-E, four-speed automatic transmission now standard on the 1991 Park Avenue and Park Avenue Ultra becomes standard on the Reatta and Riviera as well. Anti-lock brakes are now standard on the Riviera and Reatta as such as the Reatta. Segmental air bags are now standard on the Park Avenue, Park Avenue Ultra and Reatta standard on the Riviera and Reatta.

The Chevrolet Corvette's coupe and convertibles

virtually new have a revised corner rear brace. Powertrain changes include low restriction mufflers that use larger section sizes and are tuned for better exhaust note control. A power steering fluid cooler mounted with the performance steering suspension appears in 1991. All Corvettes now have an auxiliary power plug for cellular phones and other accessories requiring a 12-volt power supply and delayed accessory battery.

The selective ride control system (SRCS) is now available in the Corvette convertible. Suspension changes include a new ABS high-performance option that combines the TCS and SRCS suspensions offered in 1990.

In its second year of production, body side moldings have been incorporated on the Corvette ZR-1 and there have been cosmetic changes in the grill mesh. The wheel key system, granting access to the ZR-1's full 375-hp performance from its 5.7-liter, 30-valve DOHC V8, has been revised to default to the normal power mode on each ignition cycle.

There have been a number of changes to the Cadillac line, including more powerful V8 engines and electronically controlled four-speed automatic transmissions in the DeVille/Deville, Seville and Eldorado models. Standard anti-lock brakes on all 1991 Cadillac models, a new fuel injected 5.6-liter V8 engine on the Brougham, a new Phase II convertible top on the Allante and a new computer controlled ride (CCR) suspension system for all front-wheel-drive full-size models.



Powertrain upgrades on the Lincoln Continental include engine refinements, a new standard dual exhaust system, producing a 15-hp increase and an electronic four-speed automatic overdrive transaxle.



The new 4.9-liter, port-injected V8 engine puts out 200 hp and is coupled with an electronically controlled transmission. The CCR suspension system improves high-speed stability, impact control and was initially developed in Europe for higher-cost cars to provide optimum ride comfort with improved handling characteristics. It maintains driving conditions constantly and automatically selects one of three modes to optimize ride, controlling both the front and rear struts of the Fleetwood's four-wheel independent suspension.

The Seville boasts a new engine with an electronic, four-speed automatic transmission, which features higher torque capability, smoother shifting and viscous clutch shifting, particularly on long grades. Cadillac's powertrain control module (PCM), a 64 kilobyte, on-board computer senses vital operating conditions, so constantly maintain the optimum balance between the fuel injection, ignition, exhaust gas recirculation, emission control system and idle

speed. It also controls the shift points of the new electronic transmission.

For the 1991 model year, Cadillac's only rear-wheel drive sedan, the Brougham, features increased engine power and several new chassis systems for improved handling. The standard 5.0-liter V8 engine now puts out 170 hp, up from 140 hp, last year due to the addition of electronic throttle body fuel injection. For 1991, the optional 5.7-liter, dual-throttle-injected V8 engine is available for both the Brougham and Brougham d'Elegance. An electronically controlled, variable assist power steering system is new for 1991.

Celebrating its 50th anniversary, the Eldorado Ninety-Eight features an all-new exterior with significant chassis and powertrain improvements. The Ninety-Eight Regency 5.0's and Ninety-Eight Touring



**The Eldorado Ninety-Eight, celebrating its 50th anniversary in the luxury coupe market, benefits from the new 3800 TPI V6 engine and electronic four-speed automatic transmission.**

**The advanced 3800 V6 engine with tuned fuel injection is now the standard engine in Buick's Regatta. It substantially lowers fuel and mid-range torque and delivers 170 hp.**

Sedan are both powered by the new 3800 standard-performance (STD) V6 engine, which features improved low and mid-range torque. The V6 is mated to GM's new electronic 4700-E, four-speed automatic transmission. Traction control will be offered as an option on the Touring sedan later in the model year. The Eldorado Tornado, celebrating its 25th anniversary in the luxury coupe market, benefits from the new 3800 TPI V6 engine and electronic four-speed automatic transmission. The Tornado builds on the Tornado's list of standard features, adding FES touring car ride and handling suspension, 35-inch performance wheels mounted to water slushers, wheels power adjuster for the seat and leather upholstery.

The 1991 Pontiac Bonneville models, including the LE, SE, SEi and optional "EcoTech styled" SEi, are powered by a 2.8-liter V6 engine. The Bonneville is the first Pontiac to feature a brake/transmission interlock. The SEi features the FES suspension with electronic ride control and variable assist steering as standard.

# If you're unimpressed by what you see on the road,

# Explore a new Avenue.

You never get a second chance to make a first impression. And there are few first impressions that impress as deeply as the 1991 Buick Park Avenue.

---

## WE IMPRESSED THE CRITICS.

---

The new Park Avenue was quick to impress even the most jaded critics.

Says *Motor Trend*: "Buick engineers have come up with one of the quietest, lightest and smoothest operating luxury sedans we've ever driven." It was enough to make us blush.

And *Care and Drive* says of the cabin comfort: "just sitting in the Park Avenue's roomy interior is pleasing."

We were pleased to hear that too.

And of Park Avenue's new electronic controlled transmission, *Autoweek* said that it "works like a dream."

Our sentiments exactly.

---

## WE IMPRESSED OURSELVES.

---

With the very impressive new tuned port fuel-injected 3800 V6 engine.

We were equally impressed to hear that the 1990 J.D. Power and Associates\* ranks Buick the highest of all North American cars in quality.

And that's for the second year in a row. They went on to rank Buick fifth highest in initial quality of all cars, domestic and import. Our engineers were moved beyond words.

---

## A LASTING IMPRESSION.

---

Classic styling and lasting quality for the long road ahead.

Together they put the new Buick Park Avenue clearly in the lead.

But take one out for a test drive and see for yourself.

We're certain it will be a first impression that lasts.



**BUICK PARK AVENUE**

\*J.D. Power and Associates 1990 Initial Quality Study. \*\*Based on a 5-year, no-warranty-reported problems during the first 90 days of ownership.

# SWEDEN

SOLID & SENSIBLE

SWEDISH CARS are as solid and sensible as ever with few major changes to existing lines from Saab and Volvo.

Pacport International Automobiles, the General Motors import division is now the Canadian distributor of Saab automobiles, specifically the Saab 800 and 900 series.

"We select dealers with a whole new attitude towards customer relations," says Mike Johnson, director, Pacport. "We select dealers with high-pressure sales tactics."

Saab's 900 line, including the 900 Turbo (four-door, which has been discontinued), has a new 1600 2+2 four-cylinder engine that will provide an additional 12 hp as well as an

per cent more torque. The improved synchronization of the manual transmission and the use of forks supported by bush bearings smooth the gear changes.

To give the 900/900S a more contemporary exterior, the cars will be fitted with black window surrounds, black B-pillar supports and a black rear door panel between the taillights.

The seats used in the 900 series are now standard in the

900 line, offering improved adjustment capabilities, although adjustable lumbar and thigh support won't be available. In the 900 series, dual power seats are now standard and the trunk is about 10 per cent larger.

All 900 Turbo variants (900CD Turbo, 900 Turbo four-door) also have the B33M 2.3-liter engine which puts out 200 hp, providing an additional 35 hp and 22 per cent more torque. Automatic transmission will be made standard on 900 CD and 900 CD Turbo models. Manual transmissions can be ordered from the factory.

While positioning the 900 Turbo as a more sporty vehicle, it now features the B234T engine as well as a sport chassis, including 18 in. disc-spoke alloy wheels with Pirelli P100, 205/50-28 16 tires.

Meanwhile, there have been significant changes to Volvo's line-up, specifically the elimination of the 780 and the limited edition 760 V6 and Turbo coupes, which had been designed and assembled by Italy's Bertone. However, Volvo has introduced the 940 sedan and wagon, which will be in the \$33,000 price range. Details on these models are currently available from your local dealer, but unfortunately further information wasn't available at press time. □



"Swedish cars are as solid and sensible as ever with few major changes to existing lines..."



PC MICHELL, M P29  
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IS SOMETHING INSIDE TELLING YOU TO BUY A VOLVO?



VOLVO  
SAFARI



The engine in Lamborghini's Diablo, the 5.7-liter V12, 400-hp engine is derived from the Countach, but was extensively redesigned. It has a top speed of over 200 mph. From a standing start, it can reach 100 km/h in just over four seconds.



Offered in two models, Alfa Romeo's lone Spider and Spider Veloce, offer a four-speed manual transmission, power windows, low-riding disc brakes, and power windows, an standard equipment.



- \$25,900 - \$40,000  
Alfa Romeo 164, four-door, Alfa Romeo Spider, Alfa Romeo Spider Veloce
- \$40,000 - \$45,000  
Alfa Romeo Spider 164, four-door, Alfa Romeo Spider 164, four-door
- \$40,000 - \$45,000  
Alfa Romeo Spider 164, four-door, Alfa Romeo Spider 164, four-door
- \$100,000 - \$115,000  
Alfa Romeo Spider 164, four-door, Alfa Romeo Spider 164, four-door
- \$200,000 +  
Alfa Romeo Spider 164, four-door, Alfa Romeo Spider 164, four-door

**SINCE CHRYSLER** bought Lamborghini in 1987, the firm that produced just 200 of these fiery crafted cars in 1986 had almost doubled production by 1989.

Production

was to approach 500 units in 1990 and now that consideration has been achieved, Lamborghini enters its expansion phase that should see production double to 1,000 cars by 1992.

The firm, whose history goes back to 1922, has the 350 GT, the Miura and the Countach, has a new runner to add to that already prestigious lineup, the Diablo. It took Marvella Giacalone, whose hands created the Miura and the Countach, four years to develop Lamborghini's latest work of art, the Diablo, to be available in Canada for the princely sum of \$27,000.

It is purely, aggressively elegant with its unique, instantly recognized silhouette. Its frame melds from the Countach's classic chassis with different cross-section tubes and materials, including special steel and carbon fiber composites, used in several various functional requirements. The powered steel frames used for the door wings and roof are welded directly to the chassis, to integrate the overall structure. This also helps achieve the superior torsional and bending stiffness levels required by such a performance vehicle.

A two-seater with the traditional mid-engine, the gearbox is situated ahead of the engine and the principal drive is behind the axles. The suspension is four-wheel independent with parallel-shock absorbers and coil-over springs and dampers, one in the front and two in the rear. It has air-ride in the front and air-ride in the rear with self-frequency balance and special rack-and-pinion steering to improve road hold.

The 5.7-liter V12, 400-hp engine is again derived from the Countach, but underwent extensive redesigns. And at perforce, with a top speed of over 200 mph. From a standing start, it can reach 100 km/h in just over four seconds, involving six times in about 20 seconds.

The innovative Lamborghini Diablo

## ITALY EXQUISITELY EXOTIC

secretly controlled by its own electronic control and working in real time. Data comes from the sensors measuring engine revolutions per minute, absolute pressure, air and water temperature, oscillating levels and throttle position.

Cooperative sensors with Massaro give birth to Chrysler's TC by Massaro, an attractive convertibility which although available in the U.S., won't be coming to Canada at all. In fact, the 1991 model will be the last one ever produced.

Alfa Romeo's new 164 1991 performance sedan is four-door, five passenger model, is now available in Canada in the base 165, the luxury 164 L and the sporting 164 S. It features front wheel drive, fully independent suspension and four-wheel disc brakes. It is powered by an all-aluminum 2400 cc 16-valve V6 engine that produces 185 horsepower in the 164 and 194 L versions. The 164 S has 200 horsepower. A five-speed manual transmission is standard equipment, but a four-speed automatic is optional in the base 164 and 164 L.

The Alfa 164 sets a new standard for manufacturing and product quality, due in part to extensive investments in tooling and state-of-the-art robotics at the Alfa Romeo factory in Arese, Italy, near Milan.

Equipping the car as you like and the wheel in your life is as possible as ever with the 2000 Alfa Romeo Spider, which has the classic qualities of an open-topster. Although the Spider had seen only relatively minor changes since 1986, the redesign by Bertone (Bertone, which also did the original "Ducati" version, sports a revamped front and a new rear end. The back end now has full-width tail lamp assemblies, a slight upturn to the rear deck and a smooth, aerodynamic bumper. The interior has also been updated.

Power steering is now standard and an automatic transmission is offered for the first time. In 1990, the Spider's DOHC, all-aluminum, 2.0-liter, four-cylinder engine was improved with the addition of the Bosch Motronic ignition and fuel injection system and is rated at 120-horsepower at 5800 rpm.



"The Diablo... purely aggressive by design with its unique, instantly recognized silhouette."

# Technology is cold. Ugly. Without life.





# The beauty is in the application.

Technology, when applied with intelligence and grace, can be a powerful tool. Designs can be streamlined. Performance can be enhanced. But integrity and character can't be sacrificed in the process. Introducing the all-new Ninety Eight. The beauty of applied technology.

The Ninety Eight Regency Elite and Touring Sedan are the most technically advanced Oldsmobiles ever produced.



Their powerful new 3800 V6 engine with tuned port injection produces 170 hp. The new electronically controlled automatic overdrive transmission is impressively smooth.

And the new suspension system, available on the Regency Elite, allows the driver to select the ride that best suits road conditions.

Ninety Eight also features electronic climate control with new rear-seat air ducts. An



anti-lock braking system helps to maintain steering control while stopping. A driver's side Supplemental Inflatable Restraint (air bag). Standard. And the Touring Sedan even boasts a Comfortilt steering wheel with convenient climate and stereo touch controls.

But just one look will tell you this is pure Ninety Eight. Pure Oldsmobile. All the comfort

and style you'd expect from a contemporary luxury automobile.

See the 1991 Oldsmobile Ninety Eight. And experience the ultimate in technical sophistication.



## Ninety Eight

The new generation of Oldsmobile

# GERMANY

## ACCESSIBLE LUXURY

THE WALL THAT separated east and west Berlin has crumbled and the two Germanys are moving towards reunification, but there have been few significant changes to the German luxury cars.

However, BMW has made its cars more accessible to those who wanted to revel in the Technic qualities of a German luxury car, but simply couldn't afford it. The four-door 318i with its base price of \$24,900, goes as far as naming to the term "city level BMW" while the 318ie at \$28,000 makes this sporty European luxury car quite accessible.

These sporty cars, the 303i, a four-door sedan and 303ie, a two-door coupe, both feature a new four-cylinder engine, the latest in BMW's long line of four valve per cylinder engines. The firm's commitment to these engines began with a 16-valve racing powerplant in 1965 and now includes 11 different

direct injection types. The 303ie's engine puts out 134 horsepower at 6,000 rpm.

To save weight and reduce inertia, the combustion are hollow and are driven by a double

duplex chain that is kept quiet by rubber-covered guides and a hydraulic tensioner. The two-stage throttle system that at lower speeds and load only the smaller (35-mm) throttle opens, but when needed the larger (54-mm) throttle opens to provide maximum airflow. Given the engine's sporty performance characteristics, other model offers an automatic transmission.

BMW's new V12-powered, 850-hp four-door coupe, was discussed in last year's luxury car supplement, but to recap, it is filled with the same 300-horsepower V12 engine that powers the Munich manufacturer's current flagship, the 750iE sedan. The 850i's all new six-speed manual



"...BMW has made its cars more accessible to those who wanted to revel in the Technic qualities of a German luxury car, but simply couldn't afford it."



Audi's 200 series has a 163-horsepower engine, a fully automatic, air-aided fuel body design and a passenger compartment designed as a safety cell.



Mercedes-Benz has the 90, 3-door coupe model at the \$170,000 to \$120,000 price range.

Porsche's 911 Carrera 3.4 is also available in the California line, but is thus offered exclusively with an electrically operated top.

gearbox and Automatic Stability Control (ASC), standard on models with four-speed automatic transmission, are noteworthy.

The ASC, a computer-controlled system, prevents wheel spin in inclement conditions. Manual transmission 850i's use a semi-hydraulic system plus Throttle Control (ASC-T), an advanced version of BMW's anti-lock braking system. The rear brakes are actively used for suspension and handling control resulting in perfect stability and steel traction when accelerating.

BMW's 1981 M5 performance sedan available in Canada, has a double-overleaf coil cars, five-valve 3.0-liter inline six that produces 220 horsepower at 5,500 rpm, without performance exhausts (turbo or superchargers). That's the highest specific output of any naturally aspirated automobile engine with four valves per cylinder and a catalytic converter now built in this displacement category. It can reach 100km/h from a standing start in just 6.5 seconds. An electronic governor limits the top speed to 250 km/h. The four-passenger M5 sports bucket seats front and rear, a stiffer suspension for better handling, lowered ride height and aerodynamic body panels that improve air penetration.

At Audi the A80 line has a four-speed automatic transmission as a standard feature while the Audi 90 quattro 20V, the Audi Coupe quattro 20V, Audi 100 quattro, Audi

200 Turbo and Audi 200 quattro have had only minor fix and color changes. The Audi 100/A80's three-speed automatic transmission has been replaced by a four-speed automatic transmission. A five-speed manual transmission has been available on the Audi V8 quattro as a special order since last March. Speed-optional steering and 215 V8 15 alloy wheels, distributed tires are now standard equipment.

At Porsche, the 944 series currently includes the 944 S2 Coupe and 944 S2 Cabriolet, which feature a new control unit for the alarm system and a new "Stuttgart" radio with anti-theft coding as an option.

For 1991, Porsche's only real newcomer is the 911 Turbo Coupe featuring a 3.5-liter engine with a complete computer to provide 309 horsepower. It has a top speed of 250 km/h. Available with a five-speed manual transmission, a four-speed automatic transmission, as well as power steering changes to the 911 series, the 911 Carrera 2, 911 Carrera 2 Turbo and 911 Carrera 4 (all of which are available in the Coupe, Targa, Cabriolet versions) are

also but include the new control unit for the alarm system. A special chassis with modified tuning is now an option.

In the SLS series, the 1024 S4 Automatik and the 928 GT five-speed manual, essentially remain the same.



BMW's 318i has a 2.5-liter, single-overhead cam, six-cylinder engine with electronic fuel injection.





General Motors engineers test navigation system to be used in Intelligent Vehicle/Highway System projects. Map data and travel information are stored on a disk, accessed by the driver through a computer screen built into the instrument panel. Field experiments now are underway in Los Angeles and Orlando, Fla.

## ACCESSORIES

**LAST YEAR**, the ultimate car accessory was ETAK. General Motors electronic navigation system just gave ETAK the street address and it directs you, using a moving map displayed on a video screen.

At the time, the system was proof that electronic navigation systems were right around the corner.

William M. Spreitzer, manager, Vehicle/Highway Systems Coordination, GM Research Laboratories, Detroit, MI, says development ranges from the advanced traffic map navigation systems now available through a range of sophisticated electronic components that could lead to computerized chauffeurs and fully automated highways sometime during the 21st century.

GM is already using this technology to help solve environmental and transportation problems with the Intelligent Vehicle/Highway System (IVHS) program.

"Our primary goal is to reduce road congestion by smoothing the flow of traffic," says

Spreitzer. "But there are many related benefits with IVHS: reduced emissions, improved highway safety, energy savings and an overall boost in the nation's productivity."

Today's luxury car buyers can indulge in plenty of high-tech wizardry, thanks to the wonders of electronics.

Luxury vehicles now come fully loaded with everything from ABS brakes to airbags, sun-roofs, cellular phones and compact disc players. These features will remain exclusive to luxury car buyers, until their prices drop by at least two-thirds.

"These things are virtually standard as most luxury buyers simply get the very possible accessory," says John Cox, president, Jaguar/Rolls Royce/Range Rover or Ray, Toronto, which also includes franchises for Aston Martin, Maserati, Toyota and Infiniti.

But the cellular phone really is the accessory of the 1990s, although it's been available for about five years and doesn't hold the mystique it once did. About 500,000 Canadians now use

them and it's predicted that by 1995 over 1,000,000 Canadians will own cellular phones.

"If people were buying them simply as luxury bonuses, they would have died out a long time ago," says Paul Preston, customer communications, Rogers Cable, Toronto. "They are seen as a necessary communication tool by business people."

While cellular phones are an absolute necessity to sales and service staff and are becoming standard in first vehicles, they are more of a convenience to the luxury car owner.

"Because of their disposable income, luxury car buyers are more likely to have a car phone and use them more," says Joe Zinner, assistant vice president, national sales, Cofax. "These high profile, senior executives come to depend on them."

Although 90 per cent of cellular phone users are men, women, particularly in south-western Ontario, are installing the units as much for the sake of safety as convenience.

Families with two cellular phones are becoming the norm as the cellular-equipped second car gives to the spouse or children and the new vehicle comes with its own state-of-the-art phone.

"Buying another cellular phone is easier than retooling the existing cellular," says Zinner.



As of July, there has been cellular service in all 10 provinces, with continuous coverage from Halifax, N.S., to Windsor, Ontario, covering the length of the Trans-Canada Highway.

As of July, there has been service in all 10 provinces with continuous coverage from Halifax, N.S. to Windsor, Ont., covering the length of the Trans-Canada Highway. Cellular phones are indispensable to business calls within geographic areas known as a cell, transferring the cell from cell to cell as the user drives along.

The vast majority of car phones now come with hands-free speaker phones. Auto-dial and voice-activated dialing are optional, but the latter carries a \$300 price tag. However, once the price drops, most predict it will become as common as hands-free.

"Hands-free speaker phones are now as common as a grain," says Preston. "Manufacturers are making it the standard and consumers are demanding it, since it's seen as safer."

As with microwaves, compact disc players, personal computers and other high-tech products, cellular phone prices have dropped dramatically since they made their debut. Consumers can now pay just \$400 for a cellular phone that would have cost them \$2,500 in 1985. Although today's more sophisticated phones can be as much as \$1,200.

While some phones might have more features, most perform comparably and Preston says consumers don't seem overly concerned with brand names. To date, Henry Ford's badge applies to cellular phones. "You can have any color you want as long as it's black." There are a few grey phones on the market and some intense buyers are just becoming more color-oriented.

Increasingly, customers are requesting car phones when they order their luxury cars and manufacturers are pre-wiring more models at the factory so that only final installation services at the dealer level are necessary to activate the system.

"It's simply more convenient this way," says Preston.

The times when conditions are less than ideal are the ideal times for an Audi quattro. It takes hold of the elements—and never lets go.

It is a sense of safety. Of security and self-assurance. It is control and tracking re-defined. It is the calm within the storm.

The Audi quattro.

For every season, race, turn, turn.

## A Portrait of Control.



Quattro All Wheel Drive System.

## Horsepower meets brainpower.



### SAAB 900 TURBO

It is perhaps the most intelligent high performance automobile ever built. A rally-bred technical tour de force with everything that is essential. And nothing that is excessive. Like its remarkably fuel efficient powerplant. With a high torque turbocharger that operates only when it is actually needed. Add to that the world's foremost safety record for cars in its class, and the comforts of refined ergonomic simplicity and you have everything you could want in a European sports sedan. The Saab 900 Turbo. Higher intelligence from Sweden.



We know what you really want.

With equipment shown may be optional.

## PEOPLE

### TWO INNINGS, ONE CURSE

When Red Sox pitcher Roger Clemens had more to think about last week than his record loss at the American League title to the Oakland A's. In the second inning of the deciding game in Oakland, the Sox star pitcher was thrown out of the game for throwing at plate umpire Terry Crowley. Despite the fact that there were many witnesses to the exchange, Clemens later denied using any four-letter words. But according to A's pitcher Dave Stewart, who said that he heard the whole thing from his seat in the dugout, "If he denies it, he's a liar."

### Child's work

When country singer and movie actress Dolly Parton opened her theme park, Dollywood, in 1987, she said that it fulfilled a dream to give something to the people of East Tennessee, where she grew up and has a home. Indeed, with its rides and historical displays, Dollywood attracts millions of tourists annually and employs hundreds of area residents. And next week, Parton will receive an honorary doctorate of letters from nearby Carson-Newman College for the "brilliant, sustained impact [of Dollywood] upon employment opportunities." But last month, Dollywood executives paid \$20,025 as fines for 80 violations of federal child labor laws. Parton, who played an overworked, underpaid secretary in the 1980 movie *9 to 5*, has declined comment on the matter, but Dollywood spokesman Ted Miller said "It was mostly a case of scheduling mistakes. We regret that we violated the law and we will strive not to do so in future." Still, Parton goes to keep the P.D.



Parton: honorary doctorate

### HIS OWN IMAGE CONSULTANT

British pop singer George Michael sees that life as a teenage heartthrob has made him miserable. Now 27, Michael says that all he really wants is to be taken seriously as a songwriter. Still, the former lead singer of the pop group Wham! "I seem to have spent the last six years of my professional life trying my hardest to convince the world that I was the most arrogant, narcissistic egomaniac that ever walked the earth." In an attempt to change his image, Michael has recently released a new album, *Laden Without Words*—without a single photograph of the song writer on the jacket. The recording features such songs as "Freedom '90," in which he pleads, "There's someone else I've got to be." The real thing, he says, will continue in a forthcoming biography appropriately entitled *Dave Arden Michael*. "The only thing that really matters is making music that will still mean something to people in 20 or 30 years." The George Michael in the public eye doesn't really exist.

Michael: "the most narcissistic egomaniac"



### Letting down his hair

Missouga, Ont.-born actor Edward Clements, who stars in *Metropolitan*, a movie about young American socialites, says that his orange-red hair has always attracted attention. When he was younger, added Clements, people teased him. Now, his hair gives him stature. Said Clements, 27, who lives in New York City: "When people remember seeing me in a city that's so cold, when people come up and talk to you, that's rewarding."



Delormeau: computer in national exposure

### NOT APPLICABLE

The newest announcer at Canada's popular tv music station, MuchMusic, says that her hiring was "a fluke." Indeed, Angeline Delormeau, who started earlier this month after working as an accounts clerk in Toronto, said that she did not even apply for the job. "I was working in a computer office, and this woman kept telling me I should be a veejay," said Delormeau. "She called MuchMusic and wouldn't hang up until they said they'd give me an interview." Added the 28-year-old Des Moines, Iowa, native: "She had gangster, blues her heart. Maybe she was bored at her desk."



Shoppers at Toronto's Eaton Centre. O'Malley (opposite): consumers are becoming more skeptical and reluctant to spend

## BUSINESS

# PITCHING IT HARDER

As the first volume rolls off of Canada's second ad boom, a stadium full of overhead fans raised their eyes to watch a small plane tow a banner above the SkyDome's open roof. "Pirates' 54 Etc. Dances, 212 Dances Etc." it read. Wayne Percy, now owner of Specialty Advertising Inc., the company that flew the plane, used to be director of marketing for Harley Canada Inc. And Percy says that experience taught him how difficult it now is for advertisers to get their message through to consumers. As a result, for the price of two 30-second radio spots on a popular Toronto radio station, Percy flew his banner over ball games, rock concerts, auto shows and other areas far in home. "Sled Percy" "You can target the audience and reach a lot of people in a novel way."

And that sums up the advertising challenge of the 1990s. Consumers are becoming more skeptical, sophisticated and reluctant to spend. At the same time, advertisers are under pres-

## CANADA'S AD INDUSTRY IS UNDER PRESSURE FROM NEW COMPETITORS AND DEMANDING CUSTOMERS

sure because they face both a recession and ever increasing rates for ads in the traditional media. Says Peter Sauer, president of Media Buying Services Ltd. of Toronto, which competes with traditional agencies to buy advertising space. "It is really a wagon right now to have your advertising agency." Meanwhile, advertisers are watching agencies and spend-

ing budgets enter a much wider range of services. And new competitors, who range from independent entrepreneurs like Percy to major international agencies who are trying to get more advertising work from their multinational clients, erode it means making the accounts of clients' regional agencies are looking the industry from all sides.

The agencies that create and place the ads make up a cottage industry. While more than \$10 billion will be spent on advertising in Canada this year, most of it will go to buy media space, and only a small fraction will go to the agencies. In the past year, some of these agencies have cut their staff by as much as 50 per cent because of lost accounts and a general fall in business. Ad executives say that their industry is going through its most difficult time in history. Declared Gary Pross of Soak, McCall, Brown (Canada) Ltd., "The never ends it so painful." Added Andrew Krupke, president of J. Walter Thompson Co. Ltd., "Even change is changing."

Consumers are bombarded daily by thousands of advertising messages. Upon an alert product and inseparable visuals, billboards on street corners and checklists at the back of newspapers describe or lure consumers. Because of all that competition, new ideas are the life blood of the advertising industry, that new ideas have to be better, more interesting and cost less to produce than ones before.

Still, some advertising executives say that the shakeup in their industry is healthy and may even result in better advertising. Said Krupke, "By virtue of necessity, tougher times create opportunity for great advertising. We are going to have to take the time to make sure. Clients who cut their losses and wait for the storm to clear may lose out to those who are willing to take more risk and stand out from the crowd."

Standing out is essential to reach consumers, who have become conditioned to tune out most ads. Messages that the explosion of new media outlets makes the potential buyer harder to find. The number of new ad programs has skyrocketed in the past decade, and television, still considered by advertisers to be the medium with the most impact, offers viewers more choice than ever. And, in recent years, channel changes allow viewers to skip past commercials. At the same time, consumer militancy is growing. When one television network refused to air a program, the agency was told before the broadcast, many advertisers have been forced to change the ads.

More than just attitudes toward advertising have changed. Media buying, head of Suffer Advertising Inc. of Toronto, which specializes in the retail sector, says consumers' skepticism is out of fashion. Declared Suffer, "The whole psyche today is towards psychology. People don't need new things. There's a stigma attached to driving an old car, to looking up at the shop-top price tag of the 1990s."

Somehow advertisers tried to make the fragile relationship between advertisers and their agencies even more delicate. When sales decline, advertising budgets are usually among the first agencies to be cut. And agencies find the pain immediately because under traditional commission systems, agencies earn a 15-per-cent commission on the advertising budgets of their clients. When a company cuts those budgets, the use of the agencies where is reduced as well.

Traditional commission systems are under attack, too. Hayward Communications Alberta Ltd. of Calgary, which recently developed a series of

TV commercials for Royal Trust, broke from the trend to 10- or 15-second spots and covered cut and cut to alter the schedule of their flying ads whenever for a week to run live five-minute commercials each night. Connected Toronto O'Malley, president of Toronto-based Vickers & Benson Advertising Ltd., "That's the best way to spread the word. It's not just an aspect of the way in which Royal Trust will pay Hayward. Instead of the usual 15-per-cent commission, Hayward president Alan Wiggins says that the agency's compensation will reflect the ads' effectiveness."

Hayward received a maximum payment to cover its basic costs. In addition, it will collect more money depending on the degree of consumer response that is achieved, as measured by a polling agency against a predetermined target. If the poll of consumers shows that the ads achieved a higher level of awareness than

the target, Hayward will be paid more than it would have under the traditional commission system. Other agency executives say that they like the pay-for-performance approach because they believe their success outstrips their failures. However, they say that, in most cases, it is a variable successively measure the success of an advertising campaign.

When the economy slows down, advertisers often find more reasons to be dissatisfied with their agencies. At times, the agencies are their own worst enemy. For one thing, some successful agencies flaunt their past prosperity. The offices of one of the 10 largest agencies in the 10 include a swimming pool designed to resemble an oval on a first-century pavilion complete with a working fireplace, bar and etched glass doors leaving the president's name. For those corporate executives who have been reducing unnecessary expenditures in their own companies during the past decade, that kind of indulgence is frowned upon.

But whether the dissatisfaction is prompted by big bills or low returns, advertisers are more inclined to change agencies when the economy weakens and sales fall. The salaries of top advertisers, Canadian Air Lines International Ltd. and Loblaw Business Co. Ltd., about the advertising community when they switched agencies.

The current recession comes at a particularly bad time for the agencies because they have not yet recovered from the trauma inflicted by widespread overhauls in the industry in the three years. Although there are dozens of smaller Canadian-owned agencies, some of the



## Business Notes

### MADE IN CANADA

Another advertising group has concluded that Canada is at the brink of a recession. The Confederation Board of Canada, one of the country's largest private economic forecasting agencies, said Ottawa's high-interest-rate policy for causing what it calls a "made-in-Canada recession." In its annual forecast, the board says that Finance Minister Michael Wilson and Bank of Canada governor John Crow have "inverted the stock" and raised rates higher than needed to contain inflation, choking off growth instead. Canada's economy shrunk in the second quarter of this year, and the agency predicts that it will continue to contract until the middle of 1991. Economists detect a recession as a drag in the gross domestic product for two consecutive quarters.

### MORE JOBS SLASHED

The economic downturn showed its effects in some of the nation's most solidly entrenched firms. Air Canada announced layoffs of 2,900 of its 23,000 employees over the next four months—a move through restructuring and streamlining. Canadian National will eliminate as many as 1,200 of its 7,300 management jobs through early retirement and by offering optional severance pay. Toronto-based Imperial Oil Ltd. received its severance benefits as an attempt to cut as many as 3,000 employees from its 15,340-person payroll. Canadian Airlines International Ltd. said that it will eliminate some routes, will some aircraft and reduce its 77,000-member workforce by as much as 10,000. Meanwhile, Westway Canada Ltd., the country's largest charter airline, suspended operations, stating that it will resume flights when it can better handle the "dynamic increases" in fuel prices.

### ONTARIO'S DEBIT RISES

Ontario Premier Bob Rae's New Democratic Party government has inherited a much larger than expected budgetary deficit from the past government. Premier Peter Lougheed predicted that the deficit for the fiscal year ending on March 31, 1991, will reach \$3.5 billion, compared with a \$2.5-billion surplus predicted by the Liberals during the autumn election campaign.

### A BILLION-DOLLAR FINE

A U.S. district court ruled that photographer Gary Eichten could pay \$1 billion in damages to B.V. for not getting \$1 billion in damages to rival photographer. The court-based decision was made in the case of Eichten v. B.V. for not getting \$1 billion in damages to rival photographer. The court-based decision was made in the case of Eichten v. B.V. for not getting \$1 billion in damages to rival photographer.

30 largest agencies at MacLaren's annual meeting of the top 100 in Montreal last October were owned outside Canada. The three Canadian-owned and Cossette Communications-Marketing of Quebec City, which ranks second with billings of \$215 million, and behind MacLaren-Liatas (at \$220 million, Soffer Advertising of Toronto, ranked sixth with billings of \$140 million, and in fourth place, Valens & Benson with billings of \$169 million.

Before the takeover began that started in Europe in the mid-1960s and then spread to the United States, many of the major Canadian agencies were owned by key employees. After watching the rapid consolidation of a few large international advertising companies, ad executives became concerned that they would be unable to compete unless they strengthened their international connections.

Former owner Anthony Miller sold his interest in one of Canada's oldest agencies, MacLaren Advertising, to the British agency Lotus, which is now a subsidiary of the Interpublic Group of Companies Ltd. of New York City. Miller says that he was motivated by two major factors. He says that he was concerned that MacLaren, which sells about 50 per cent of its work for multinational clients such as Unilever Ltd. and General Motors Corp., would lose business to foreign agencies if advertisers cut costs and decided to eliminate their regional agencies. Also Miller says the new company, MacLaren-Liatas, now has the international connections needed by Canadian clients to sell their products abroad.

Miller's counterparts at other ad agencies say that partners at mature agencies also sold simply to ease the transition. The foreign firms offered sums far greater than the partners could ever expect to realize otherwise.

The effects of the ownership changes are still unclear. John Piss, president of the Association of Canadian Advertisers, whose members include about 200 of the largest advertisers in the country, says that he worries that the agencies will try to pass along the high costs of the acquisitions to the advertisers. Added Piss: "Someone has to pay for it, and we're worried it will be us."

Some agencies hope to benefit from retaining their Canadian ownership. Cossette de-



Vietnam Prose: 'Novelty is the major drug of this business'

mas Claude Lessard, for one, says that his 12 employee-partners are determined not to sell. He added that being Canadian-owned clearly differentiates Cossette from other foreign-owned firms. Declared Lessard: "It's a great opportunity." Indeed, the federal government, which is the single largest advertiser in the country, and most provinces have a policy of placing their other in-house advertising accounts only with Canadian-owned agencies.

Canadian media outlets are disturbed about the ownership changes at agencies where they have had long-standing relationships. They say

spent on nonmedia outlets such as restaurants, the sponsorship of sports and cultural events, and direct-mail promotion has grown steadily. While TV and newspaper advertising revenues have grown by 40 and 38 per cent respectively since 1984, the ad revenues of directories, the old telephone yellow pages, have grown by 124 per cent to \$200 million and outdoor advertising, including billboards and bus shelters, has increased by 85 per cent, to \$700 million. However, TV and newspapers are still the most popular advertising media, each generating about \$1.4 billion in ad revenues.

Agencies are sharply divided about how to respond to this trend. Some executives say that the new ad outlets are gimmicks and their popularity will probably decline.

But Gary Prose, the man behind such well-known campaigns as the Garinik chocolate bar, says: "Our business is advertising. I don't do windows and I don't do direct mail. Novelty is the major drug of the business." But most of the Top 10 agencies have added special services to the traditional ones. Allan Kuznes, creative director of Cadbury Grey 360 Neofram Advertising of Toronto, says that the addition of new advertising methods adds significantly to his ability to reach consumers. He points out that Prose, for one, advertises in some mainstream media to create an image and a desire for its cars. But it follows up with a promotional campaign targeted carefully at the most affluent segment of the population who might spend as much as \$100,000 on a sports car.

Despite the recent turmoil on the decline of the importance of advertising, Miller of MacLaren-Liatas predicts that as market growth slows and the number of brands increases, advertising will be the main difference between a product that sells and one that sits on the shelf. He added, "What we do for a living is emerging as one of the top-growth business opportunities of the 1990s." Good ideas will be the currency of the industry.

Regardless of international connections or the range of services, successful agencies will be the ones that come up with the brightest new ideas for catching the attention of buyers in an evermore crowded marketplace.

BRENDA DAGLISH

# The World's Most Decorated Canadian



The record speaks for itself. Competing in the world's most respected competition, O.F.C. achieved what no other whisky from any country in the world has come close to before: 17 out of 19 Gold Medals for best tasting whisky in Monde

Selection, the 'Olympics of Wines & Spirits'. One Monde Selection Gold was an honour. But 17 is something else. The winning taste of O.F.C. — the standard of smoothness by which the world of whisky is measured.

**O.F.C.**  
Original Fine Canadian  
THE WORLD STANDARD



# The creative challenge

Finding fun in an 'unkind, nasty' business

It was the land of ungrateful, an advertising agency rebores' design, from scratch, a new cookie for kids. Brian Horrod, 37, creative director of Horrod & Martin Inc., a mid-sized Toronto agency known for its creative skills, came up with a recipe that added a dash of personality to grumpy writers. Horrod, whose talent is among a handful that keep coming up ideas of executives talk about the best creative work in Canada, designed business cookies in the shape of teddy bears, sheep and dinosaurs. Said Horrod: "Kids love to see the hands off their food."

But developing appetites that capture consumers' attention and, at the same time, ensure there to buy the product is not all gaudy whimsy and glitz. "Those who do it for a living often are despising about their profession. It's just advertising, it's not how surgery" is an expression repeated often by the best creative people in the industry. Still, they seem to enjoy the challenge of finding new ways to make consumers do things they otherwise might not. Said Gary Pross, creative director of Scott, McCabe, Stevens/Canada Ltd. of Toronto: "Advertising is

a very difficult, unkind, nasty, unloving business. But it can be fun."

Many of the industry's successful practitioners originally had other career aspirations. Horrod, who left South Africa as a merchant

*Even top executives in the ad business usually refuse to take themselves too seriously*

seaman when he was 18, used to spend his free time sketching. He says that he wanted to be an artist until a critic advised him to go into advertising. Alan Kasper, creative director of Gordon Gray Old Macdonald Advertising in Toronto, says that he wanted to be a writer or a journalist, but could not afford to go to college full time. For his part, Scott's Pross says that

he would have preferred to be a poet, but realized that he would be unable to support himself.

Each of these creative directors has a different style. For Horrod, the most important way is just getting noticed in all the clutter of messages. He added: "If you want to be seen you've got to be a little controversial, a little provocative. But it's a delicate balance." His latest print advertisement for Levi's, which shows photos of pre-cut sections and discuss endless fash, can go a little further, he says, than the life Christie cookies ads, which he also produces. But even then, by being just a little controversial, cookies ads offend some people. One of Horrod's TV ads for the modernized this line of copy "How do you stop a dog from breaking itself? You bite off his cone." That brought complaints from a few people who said that it provoked violence.

Kasper, 44, describes his approach as more subtle. "I want to slip into your living room," he says, "sit down on the sofa and tell you to go before you even notice that I'm there." He cites his 30-second commercial for Volkswagen Passat that features a man and a woman, probably old lovers, meeting in a restaurant to catch up on each other's lives. The characters are carefully described, but the viewer will be so caught up in their lives to which to look to the end. The car appears only in the last 10 seconds and is treated as a casual prop rather than the centerpiece.

Horrod, says Pross, is a combination of his

## Another myth shattered: "Like father, like son"

**A** lot of men think they'll lose their hair some day like their fathers did. It's not necessarily so. The good news is that losing your hair as you grow older need be nothing more than a myth.

### Hair Loss:

**It doesn't have to happen to you**

Like their fathers before them, many men will experience hair loss... if they allow it to happen. But with the new medical treatment programs now available, hair loss need not happen to you.

### You can treat hair loss

These safe, medical treatment programs have been clinically tested, and the results prove they are effective in retarding hair loss in many men. In fact, some men have also experienced hair regrowth. So if you've already spotted signs of hair loss, or are concerned that this may be happening to you, you can do something about it.

### See your doctor soon

There are two reasons for seeing your family doctor or a dermatologist as soon as possible. First, only a doctor can properly assess your particular situation. And second, if a treatment program is required, only a doctor can give you the program you need to treat your hair loss condition.

### Shatter the myth

You owe it to yourself to find out more about these new hair loss treatment programs. Your doctor has the facts to separate myth from reality.

After all, hair loss is a medical issue and only a doctor can advise you personally and confidentially. See your doctor.

### Find out more

Finding out more about hair loss is as close as your family doctor or dermatologist, or even as near as your telephone. You can...

- Consult with your family doctor or a dermatologist
- Call the 24-hour Hair Loss Information line toll free Ontario and Quebec residents call 1-800-367-3925, Ext. 22, all other Provinces please call 1-800-367-3450, Ext. 22. Our operators are waiting to take your call. Ask for your free Hair Loss Information package.
- Complete and mail this request form to receive a Hair Loss Information package.

Effective hair loss treatments are only available through a physician. Consult with your family doctor or dermatologist for more information.



## TELEVISIONS THAT PLAY AS HARD AS YOU DO

If you're looking for the name in Televisions that you can depend on to work as hard and play as hard as you do — you're looking for Hitachi. Hitachi Televisions are built for those of you who demand nothing less than exceptional performance

everytime. The amazingly clear, high resolution picture with MTS stereo and surround sound along with every one of the many advanced features will tell you — this is the Television to strive for.

**HITACHI**  
Exceptional Performance

Mail to: Hair Loss Information  
2300 Yonge Street, 23rd Floor  
Box 2432, Toronto, Ontario M4P 1E4  
Telephone: Ontario & Quebec: 1-800-367-3925, Ext. 22  
All other Provinces: 1-800-367-3450, Ext. 22

Please print clearly

☐ Mr. ☐ Miss ☐ Ms. ☐ Mx.

Name

Address

City

Province

Postal Code





## Our secret ingredient.

Fact: Most Canadian rye whiskies are distilled from corn. We have a secret ingredient. See if you can find it in this ad.  
Hint: Look for a three letter word.



### BUSINESS

**Lining up at McDonald's in Moscow: good opportunities remain untapped**

## A promise unfulfilled

*Investors reconsider the Soviet Union*

**F**or the historic Baltic port city of Leningrad, the place called for a glimmering free life. Last November, a group of 27 wealthy Canadian businessmen proposed to build a \$1-billion, 200-acre complex on the city's waterfront, including, in brief, a shopping mall and a tourist theme park. Ultimately, they planned to develop a 25,000-acre satellite city outside the former imperial capital, which would include an airport, container ship harbor and manufacturing facilities. Several weeks after the group unveiled its ambitious proposal, Prime Minister Brian Mulroney led a delegation of Canada's leading businessmen to Moscow in search of investment opportunities. But now the ambitious Leningrad project appears to be stalled—simple even dead. Since March, when the negotiators exhausted their total capital of \$1 million, Stephen McLaughlin, a former City of Toronto planning commissioner, has been working without pay, trying to keep the project alive. Said McLaughlin: "Things are going very slowly. Sometimes I wonder whether they have actually stopped." And for many other small and large Canadian businessmen, a somber chill seems to have fallen on what once appeared to be promising prospects in the Soviet Union.

The deteriorating Soviet economy has raised concerns among all parties with a stake in the country's future. Canadian officials trying to conduct business in the Soviet Union are wary because of uncertainty about Soviet policies and because of a downturn in their own economy. They are also discovering just how difficult it is to negotiate any deals—because the Soviets have yet to make the ruble freely convertible into Western currency. Soviet officials, in turn, say that Canadians are missing an opportunity to get in on the ground floor as they open their country to come Khrushchev's dream. Of more than 1,978 foreign joint-venture agreements registered in the Soviet Union since 1988, only 45 are Canadian. And before the past few months, only 16 were Canadian-Soviet agreements were registered, compared with the 35 registered in the previous seven-month period.

Still, some Western and Soviet trade advocates maintain that good business opportunities remain untapped. Last week, a 21-member trade delegation from Ukraine visited Montreal and Toronto, before travelling to the cities of Winnipeg, Regina and Edmonton, to search for new joint-venture partners as well as to import-export agreements in specific such as agriculture, education and the like. The key to success for that group according to some experts, is to focus becoming too large and too many. Some Western executives, such as the Los Angeles-based Canada U.S.S.R. Bar that the troubled program, such as the Los

Leningrad scheme was never one of our targeted joint ventures," said Neumenski. "Most of the other projects are promising, either because they are small enough or because they are well suited to the Soviet Union. You can move quickly in the U.S.S.R."

But an official at the Canadian F. M. Co., who asked not to be identified, said that while joint ventures are not as common as in the past, they are still being pursued. He said that the Soviet economy is still in a state of transition, and that the Soviet government is not yet ready to get out quickly, if necessary.

Still, a handful of Canadian businesses are pursuing projects. Toronto's International Development Corp. is a \$20-million office, hotel and shopping complex on the Moscow River in the city of Moscow. The project is for a 10-story complex to be constructed in the city of Moscow. The project is to be completed with a Soviet role that will be required in two years of development. The project is to be completed in two years of development. The project is to be completed in two years of development.

Of the approximately 20 Canadian-Soviet joint ventures already in operation, the 706-acre McDonald's restaurant in Moscow's Pushkin Square is by far the most visible. The fast-





## The enduring mystery of Hibernia's creation

BY PETER C. NEWMAN

It's been a month now since the governments of Canada and Newfoundland announced with great fanfare the \$15.5-billion Hibernia project—and a second look at that gargantuan undertaking makes it even more puzzling than it appeared at first glance.

The launch itself beset Hibernia's schizophrenic quality, with Clyde Wells changing his own tail in a classic reversal that helped his critics reconsider their low opinion of him as the hypocritical politician who killed Mealy Lake. In the week before the event, the Newfoundland premier had personally telephoned Prime Minister Mulroney, pleading that he attend the inauguration ceremony. The Prime Minister dispatched John Crosbie and John Egge, instead, but Wells used the occasion to praise the Conservative leader in a manner that seemed to suggest that all was forgiven between them.

"I acknowledge most sincerely the tremendous support of the government of Canada for this project," he said. "I acknowledge, again most sincerely, the tremendous support of Prime Minister Mulroney personally from the time he took office to the present. That support is gratefully acknowledged and very much appreciated by the people of this province, and I want to tell him so."

That was on a Sunday night, two days after the announcement, and Wells went on about how great the benefits of Hibernia will be to "infinitely opportunities—revenues for both the federal and provincial treasury, as well as an increased energy security for all Canadians."

Four days later, Wells went on the attack. He accused Mulroney of unfairly painting the deal as federal largesse for Newfoundland. "The government that will benefit most from Hibernia is the federal government," he charged. "It is not going to produce as numerous benefits as the Newfoundland or residents of all Canadians." Four days later, Wells went on the attack. He accused Mulroney of unfairly painting the deal as federal largesse for Newfoundland. "The government that will benefit most from Hibernia is the federal government," he charged. "It is not going to produce as numerous benefits as the Newfoundland or residents of all Canadians."

*It will produce the world's most expensive oil, in the Earth's most delicate environment—and not a drop of it for Canadian consumers*

landed and has made one helluva lot of consumers." That same day, so an open-line radio show, Wells went even further, complaining that Hibernia was far from being a good deal for Newfoundland, all but getting away with scolders of his support for the project he had granted so liberally only 20 hours earlier.

That kind of bizarre pattern byplay by a politician who seems obsessed with trying to cut down the hole—even when they're trying to be helpful—is less troubling than the project itself. Although it has been announced as various election platforms and been under serious negotiation since the oilfield was discovered in 1979, it was the recent jump in the price of oil that suddenly made it possible. The agreed mandate on the Gulf is dragging on, but it's not going to last for another 35 years. Yet that's how long Hibernia will be producing oil, and without the current, artificially high prices, the project is simply not viable. For Doug, the authoritative Calgary energy analyst, has estimated that Hibernia's extraction cost will be the equivalent of \$38.26 per barrel, which would make it the world's most expensive oil. "It's pointed out that oil prices will remain at present levels or higher for the next quarter century is not only as unlikely but as almost impossible prospect."

Apart from the project's highly questionable economics, there are generally catastrophic environmental risks. The Hibernia field will be drilled from a quarter of floating modules attached to a mammoth 427,500-ton structure that will be protected by 300-foot-wide concrete shields to ward off pickers. That's not a hypothetical problem because the giant rig will be placed squarely in midstream of the North Atlantic's so-called scabery alley, where the Titanic once later struck its scabery and sank in 1912. Any oil spill would not only pose the horrendous hazards to sea and land life of similar disasters, but could seriously endanger the Atlantic fisheries. The entire ecosystem of the Grand Banks could be wiped out, if the spill were bad enough.

It's one of the many ironies of the project that two of its multinational senior partners (Shell and Chevron) joined up at least in part because American environmental regulations have prevented them from drilling fields they own off the coasts of Florida and California. There are no scaberys in those latitudes, but authorities there still considered the offshore drilling too risky.

The political justification for going ahead with Hibernia is that it will create jobs in a province with a 17-per-cent unemployment rate—the country's highest. That's true enough, but only 10 people will be hired before next January, and at its height, the construction phase, most of the 6,000-member workforce will be out-of-province specialists who belong to closed-shop unions. According to both Wells and Mulroney, the \$2.7 billion in federal subsidies allocated to Hibernia will translate into the creation of about 16,000 part-time jobs of work. That means Ottawa will be spending more than \$250,000 per year for each of the few jobs it creates, and few of the new positions will be available to the Newfoundlanders who need them.

All of this might be understandable if Canada would at least give security of supply for its eastern provinces that now import 250,000 barrels a day. Not an Energy Canada's policy, so-called Hibernia crude will be refined and sold in the United States. "The oil might as well be produced in West Africa for all the production Canada has over it," says Liberal Senator Donald Rieps, former chairman of the Senate energy committee.

One explanation offered for this inconceivable turn of events is that Canadian refineries can't handle the Hibernia crude because of its high paraffin or wax content. Yet the heads of all five major refineries in the Atlantic province deny this and add that they have the capacity (457 million barrels a day) to handle Hibernia's 130,000 daily output. Besides, Petro-Canada, which owns 25 per cent of Hibernia, has a refinery in Montreal that could easily handle the shipment.

The U.S.-Canada Free Trade Agreement generates the unfair restriction of oil exports between the two countries. That why do we have to spend \$2.7 billion in this fiscally strapped season to subsidize the world's most expensive oil, as the Earth's most delicate environment—and not a drop of it for us!

**BACARDI STANDS OUT IN THE DARK.**

**SAVOUR THE EXCEPTIONALLY SMOOTH TASTE OF THE CARIBBEAN. BACARDI DARK RUM.**



Shopping in Vancouver: a search for food that appears to be healthy has reshaped a meat-and-potatoes society

## COVER

# FOOD FOR LIVING

**HEALTH-CONSCIOUS  
CANADIANS HAVE  
LAUNCHED A  
REVOLUTIONARY  
CHANGE IN DIET**

Half a week passes without new published claims about heart disease, occasionally contradictory, frequently alarming. The seemingly inextinguishable chronicle is about food—more specifically, the link between health and the things North Americans eat. The saga isn't newsworthy on the dinner table because it's played about 20 years ago by scientific studies tentatively suggesting a connection between high cholesterol levels and heart disease. Those widely publicized reports, like the first ones at the scene of a crime, questioned a central tenet of conventional research and have sent off thousands of published findings in the United States and Canada about the implications of eating foods containing such substances as fats, sugar, fibre, caffeine and sodium. For the consumer, a major legacy has been confusion. Said Dale Goff, the 40-year-old

managing editor of a University of California newsletter devoted to health and nutrition: "There's a single reason for people to be confused. Even the experts are confused."

**Revolutionary:** But confusion over food and health is only part of changes in eating habits across the continent that have been nothing less than revolutionary. After all, life's ever faster pace, smaller families and the appeal of new diets introduced by waves of immigrants have combined to enrich restaurants and war the grocer in 1989. 80 per cent of the money spent for food by Canadians went to restaurants by 1986, eating out was up by more than one-third to 27 per cent. But even eating at home has changed drastically. Statistics Canada says that, in 1981, only eight per cent of Canadian homes had a microwave oven. But by 1987, 64 per cent had one—and the food industry was scrambling to find more products to put into them. Still, of all the forces reshap-

ing the meat-and-potatoes society of the 1950s, the most profound—both for the public and for those who grow, process, manufacture, package and sell food—has been the shopper's search for food that is healthy, or at least not hazardous.

In trying to make healthier choices, most consumers are guided chiefly by a seemingly unscientific flow of insights from nutritional studies at universities, government and industrial laboratories. However, researchers often disagree. Cholesterol, the primary substance that clogs arteries, heart function by blocking the walls of coronary arteries, is a case in point. For two decades, medical specialists have warned that too much cholesterol makes people prone to heart attacks and strokes, but the experts have disagreed on how to deal with the risk.

Then, last September, a book by Thomas Moore, a 40-year-old, New England-based journalist, outsped doctors by claiming that there was no evidence that people lived longer if they cut back on dietary cholesterol. Moreover, wrote Moore, prescription drugs that reduce blood cholesterol may cause harmful side effects. But the average citizen appears to be ill equipped to judge the merits of either side for himself. Last January, a cholesterol screening survey conducted for the Heart and Stroke Foundation of Canada showed that, while three-quarters of the respondents thought it was important to have their cholesterol levels checked, only 17 per cent had any notion of what the ideal level should be. A report published this month in *The New England Journal of Medicine* appears to confirm that lowering blood cholesterol reduces the risk of heart attacks.

**Warning:** The controversy over diet and disease is not limited to cholesterol. In 1972, coffee was first vilified by Russian researchers who reported that anyone who drank more than six cups of coffee a day was more likely to have heart attacks. Two years later, another Massachusetts team concluded that there was no association between caffeine and heart attacks. In 1980, the U.S. Food and Drug Administration warned pregnant women to avoid caffeine after data that had been forced to coffee through stomach tubes gave birth to deformed offspring. However, subsequent research showed that 200 mg of caffeine a day, about the amount of coffee usually had, showed no effect, and since then scientists have found no solid evidence linking caffeine to human birth defects.

The contradictions may bewilder consumers, but they have begun making choices that are reducing the \$42-billion-a-year Canadian food industry, boosting business on some sectors and tough times on others. Examples: ● Coffee's share of all retail grocery beverage sales declined to 31 per cent in 1988 from 38 per cent in 1980. It was down to 21 per cent from 28 per cent, but soft drinks and fruit juices were up to 47 per cent from 37. ● Numerous U.S. and Canadian research projects during the 1980s that concluded that fibre-rich diets lowered cholesterol readings touched off a timetable cereal boom that has astonished even the manufacturers. According to Kellogg Canada Inc., the number of ready-to-eat cereals on the market doubled in the last 10 years—to 330 from 75—and the annual per capita consumption jumped to six ounces from one. In 1970, there was one cereal with fibre and only 200 years later, there are 55. But that growth has not been free of problems. Last week's issue of *The New England Journal of Medicine* carried a letter from Dr. Martin J. Kaplan of Highland Park, Ill., who said that a patient suffered a severe allergic reaction after eating Kellogg's Heart-Wave cereal, which contains psyllium, a grain supposed to lower cholesterol counts. A Kellogg spokesman responded to the letter by saying the company had added a warning of possible allergic reactions on its literature packages. ● Scientists may still be at odds over dietary cholesterol, but consumers appear to have

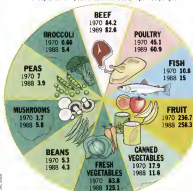
made up their minds. A report released last May on consumer food trends, prepared for AgriBusiness Canada by the Toronto-based management consulting firm of Hicks and Co., said that the consumption of chicken—low in cholesterol if the skin is not eaten—had increased by more than 50 per cent since 1969. The Hicks report intimated that public aversion to cholesterol and fats would, by the year 2000, reduce the consumption of beef by four per cent, eggs by 11 per cent, whole milk by 42 per cent and butter by 14 per cent.

**Escalade:** The dairy industry has launched national television and newspaper advertising campaigns in an attempt to reverse the trends. And Hicks president Ralph Hicks predicted that fighting to protect profits would become common throughout the food industry during the 1990s. Said Hicks: "Consumption will fluctuate very dramatically. The food business has never been easy, and everything suggests that it's going to get tougher and tougher."

That competition is already heating up according to the multinational ratings firm A. C. Nielsen Co. of Canada, one of the top 20 advertisers in the country are food or confectionery beverage manufacturers. In 1989, the six—Kraft General Foods Group, McDonald's Restaurants of Canada Ltd., RJR Inc., Kellogg Canada Inc., PepsiCo Inc. and Coca-Cola Ltd.—spent a total of nearly \$188 million on product promotion, expending three times

## THE CHANGING TASTES OF CANADIANS

Per capita consumption of selected foods, in pounds per year



imagery that has in the past so often inspired negativity. At the same time, manufacturers are responding to public health concerns by offering more and more products promising low cholesterol, low sodium, low fat, high calcium and lower calories.

**Fed up:** Some of those, and the University of Colorado's Opar, are "weasel words." She added, "Words like 'natural' and 'better.' What does 'natural' mean? Nobody knows. 'Light' doesn't mean anything. You see things that are '30-per-cent better' or '40-per-cent fat-free.' But can you figure out the grams of fat and the total calories, you don't have a clue what that really means." Opar said that the newsletter she helps produce reflects how low fat, healthy and nutritious—especially American and Canadian—foods have become, with trying to make sense of such claims. Began in 1984 by the university's Berkeley School of Public Health, the monthly *Wicharts Letter* has built a worldwide circulation of one million on the strength of articles headlined "Preventing mislabeled fat," "Should you give up on our beef?" or "Why fast foods are really that bad."

But Harvey Anderson, chairman of the University of Toronto's department of nutritional sciences, said that manufacturers' aggressive new use of available following recommendations by the U.S. and Canadian governments that industry help design healthier diets. Said Anderson, "It's not running a food campaign,



Making the food business "is going to get together and laughter."

you're going to say, 'Here is an opportunity, because government is saying we should have products containing less fat.' But the changes have been phenomenal as a result of industry trying to exploit these opportunities. And now, the health professionals who created these guidelines say, 'Wow, you're changing our food supply, and in industry, yes, that you told us.' This leads to confusion, and the industry takes it even more confused." The simplest solution, "Eat less fat, more complex carbohydrates, and exercise."

To Purgan M. Cyndee, head of the do-

partment of food science at the University of Illinois, Urbana-Champaign, the nutrition issue has been clouded by the fact that "everybody would like to be able to say, 'This food is good for you and this food is bad for you, so eat all of this and none of that.' That's untrue and unscientific, and probably the worst advice you can give anybody. We don't have good and bad food. We only have good and bad diet." Added Cyndee, "I get very frightened when someone says, 'I'm not going to eat dairy products because they're high in fat.' Women have cancer because they eat, and one out of four in North America will suffer a spontaneous fracture of some bone in the body by the time they're 40. Part of that is due to inadequate intake of calcium, which you get from dairy products."

Shelagh Kerr, vice-president of the Grocery Products Manufacturers of Canada, a 140-member trade association and lobby group, said that the public's over-claiming, constant search for the best food and the right diet may have more to do with fear than the exercise of judgment. Said Kerr: "It's not so much science to be healthy as a fear of being sick. We are a population of the worried well. If we're worried, it affects our consideration for Canadian trying to stay in shape; worry, at least, is not letting."

RAE CORRELL with comprehensive reports

## CHOLESTEROL AND THE HEART

As North Americans have become increasingly preoccupied with eating well and staying fit, an intense debate has developed over foods containing cholesterol. Some medical experts have argued that consuming a diet rich in such as butter, eggs and fatty meats leads to cholesterol-clogged arteries and heart attacks. Other groups and some medical researchers have questioned the links between cholesterol and heart disease. But a study published this month in the latest issue of *New England Journal of Medicine* appears to prove conclusively that lowering cholesterol levels in the bloodstream reduces the risk of heart attacks. Said Dr. Barry Buchwald, professor of surgery and biomedical engineering at the University of Minnesota, who directed the study: "The evidence is so

strong that it will put everything to rest except die-hard critics."

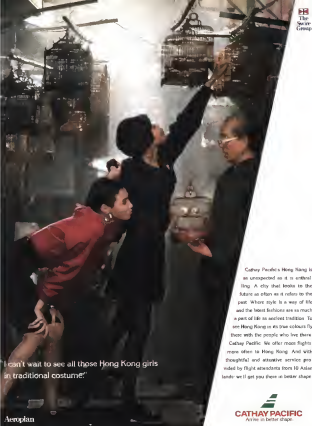
The new findings were derived from a 10-year study conducted at two U.S. medical centres and involving 354 formerly heart attack victims. While all patients received standard post-heart-attack care from personal physicians, which is a low-cost usual taking prescription drugs—half underwent surgery to reduce cholesterol. Doctors surgically bypassed one-third of the small arteries, which cholesterol is absorbed into the bloodstream, thereby permanently diverting cholesterol into the large intestine and out of the body. By the end of the 10-year project, researchers recorded a 25 per cent fewer heart attacks and deaths related to heart disease among patients who underwent surgery and had surgically functioning hearts when the study began. The patients also required less surgery to clear blocked arteries.

Still, some experts agree that the U.S. study does not resolve the debate over foods containing cholesterol. Bruce McDonald, a nutrition

professor at the University of Manitoba, said that some foods may be high in cholesterol but not all of it end up in the bloodstream. He said that, in 1977, he conducted a study in which 10 participants ate up to six eggs a day for six weeks. Measurements taken before and after showed only a minor impact on their bloodstream cholesterol.

Nutrition experts also point out that the human body produces cholesterol—which is required to assist digestion and the sex hormones—from fats and other food-stuffs such as sugar and certain vegetable oils, which contain no cholesterol at all. Said Dr. Robert Heupel, an endocrinologist at St. Michael's Hospital in Toronto: "Even if you never eat cholesterol, you still always have it in your body. The key is to look at overall fat consumption, not simply cholesterol." And that might make those who love cholesterol-free potato chips look at their favorite food from a different perspective.

DAVID BEADY



I can't wait to see all these Hong Kong girls in traditional costume!"

Cathy Pacific's Hong Kong is as unexpected as it is enthralling. A city that looks to the future as often as it refers to the past. Where style is a way of life and the latest fashions are as much a part of life as ancient tradition. To see Hong Kong in its true colours fly there with the people who live there. Cathy Pacific. We offer more flights more often to Hong Kong. And with thoughtful and attentive service provided by flight attendants from 10 Asian lands, we'll get you there in better shape.

**CATHAY PACIFIC**  
As fine as better shape.

Aeroplan



A class in cooking vegetarian food: public interest in healthy eating habits has been stimulated by scientific studies

## THE DILEMMA OF DIETS

### EXPERTS TEACH CANADIANS BETTER HABITS

**A**s a nutritional expert in Toronto's financial district, Denise Casselman says that she hears a lot of stories about strange eating habits. But few could top the confusion from one overweight company president who told her that, when he goes to the movies, he likes to eat a couple of loaves of Semolina into a large box of battered popcorn. After he had confessed, Casselman recalls, the executive looked at her and said, "Darling, I didn't get that way by eating normally." Casselman said that her clients include some high-powered Bay Street executives and several other Canadian financial institutions who believe that sound eating habits can lead to better health and increased productivity. And across the country, increasingly health-conscious individuals are turning to nutritionists and food specialists for help with everything from controlling weight to fine-tuning an already balanced diet.

According to many experts, the days are fast disappearing when people turned to nutrition specialists only when they wanted to lose excess or unwanted weight. Some experts say

that the fitness craze of the past decade has led to increased interest in food and nutrition. Now, many health-conscious Canadians are starting to incorporate dietary changes into their everyday lives. And nutrition experts add that the changes they recommend are relatively simple—and profitable—to adopt. Low-calorie diets, more carbohydrates from bread and pasta and, more often, moderate helpings.

**Take:** Public interest in healthy eating habits has also been stimulated by scientific studies showing that the diet and nutrition deficit can reduce the risk of heart disease and cancer, two leading causes of death in Canada. "The profession is still full of feeling from public acceptance," said Sheila Murphy, a consulting nutritionist in Montreal. "Food and nutrition have a terrific impact on health in general. Ten years ago, if you had said cancer was related to nutrition, people would have said you were a quack."

Still, the increased knowledge has left many people confused about what exactly they should be eating. Murphy said that some of the people she has worked with had elaborated

such things as bread, potatoes and pasta in the belief that it would help keep their weight under control. In the mid- to late 1980s, during the height of the scare about high cholesterol and heart disease, others mistakenly dropped red meats—including beef, lamb and pork—from their diets. "People have made changes—but not always the right changes," said Murphy.

Nutrition experts now stress that a healthy diet can include all kinds of foods, including proteins, bread, red meat, dairy products and even calorie-laden creamy desserts, providing everything is consumed in moderation. Declared Francis Borillo, a nutritionist at Mount Sinai Hospital in Toronto and author of the 1989 book *Power Eating*: "People are starting to see that moderation makes sense. There really shouldn't be anything that people diet out."

The new interest in diet prompted Health and Welfare Canada to publish a 15-page booklet last year entitled *Nutrition Recommendations: A Call for Action*. The booklet contained numerous suggestions aimed at improving eat-

ing habits and changing aspects of the confusion surrounding the notion of a balanced diet. Among the guidelines: 85 per cent of the Canadian diet should comprise carbohydrates, including cereals, cereals and other grain products; it should include no more than 30 per cent fat. The national average intake is about 38 per cent, and the salt content of the diet, which currently averages three to four grams a day, should be reduced. Said federal Health Minister Pierre Boudreault at the time of the report's release: "There are no magic bullets. If you want to avoid cancer or heart disease, simply eating out less isn't going to do that."

Like many other interventions in private practice, Casselman said that she tries to develop a sensible diet for each client based on individual tastes and habits. And she stresses that she does not offer secret formulas or shortcuts to losing weight.

While traditional nutritionists, who usually see a patient only once or twice, Casselman follows up her dietary advice with a monitoring system that is a mixture of encouragement and policing. She weighs her clients twice a week, recommends that they keep a daily food diary, which she reviews with them, and encourages them when their goal sometimes temporarily slips and they fall into old habits.

Dietary experts who work with business executives or their companies say that they frequently receive inquiries about eating nutritional meals in restaurants. In addition to recommending that clients order lighter soups and request that salad dressing be served on the side, nutritionists advise people to avoid fatty foods at restaurants and eat smaller portions. Said Marilyn Nelson, a dietitian who deals with clients similar to Casselman's at the King-Knox, an exclusive health spa 35 km north of Toronto: "If you decrease the portion size, you can get by on even the worst food in the world."

**Prevalence:** The growing interest in healthy diets also has caught the attention of some of Canada's largest companies, who see good nutrition as a way of improving employee productivity. Canadian and that the Toronto-Dominion Bank's medical consultant has referred several of the bank's senior executives to her for dietary counseling, and other bank employees have followed. For her part, Murphy has instructed employees at the National Film Board in Montreal and the employees of chemical manufacturer CIL Inc. on basic nutritional trends. She said that she has also worked with employees of Montreal-based Canolite Inc., manufacturers of the Wonderbar line of women's undergarments.

Murphy added that she has attended regional meetings in Toronto, Montreal and Vancouver to teach sales staff how to eat rationally while travelling on business. As well, she helps to plan menus at several corporate cafeterias. Said Murphy: "Employees realize that nutrition is directly related to how people feel, and that has a lot to do with how productive they are."

Chiefs and dietitians who run cooking schools report that they have seen a huge increase over the past decade in the number of people who want to learn how to make healthy, interesting food at home. Denise Stern, who founded a cooking school in a Toronto storefront in 1993, usually teaches only 200 students per

and the United States. By comparison, the entire island of Taiwan, which is 10 times the size of Crowfoot, "Our thinking is really changing. I really think we're expanding our food horizon."

**Curious:** And Crowfoot has been able to take advantage of the changing attitudes towards diet. In 1988, she started offering a series of vegetarian cooking classes twice a year. Initially, she attracted only about 30 students. Now, she offers four different courses that draw over 700 students per year. Crowfoot said that she teaches the fundamentals of vegetarianism, how to make full-flavored vegetable dishes, gourmet vegetarian and Oriental vegetarianism.

As more people turn towards vegetarianism, others are going even further in their pursuit of nutritious food. One trend to emerge in the late 1970s was macrobiotic cooking, which stresses extensively processed or packaged food and avoids the use of meat, dairy products and sugar. In North America, that school of cooking, which draws on Oriental traditions, started in Massachusetts and California and spread through the United States and into Canada. Health chef Marie Wilson, who teaches macrobiotic cooking classes, said that the principal ingredients are whole grains such as millet, vegetables, beans and seaweed. The food—which proponents say promotes overall spiritual, physical and mental health—is steamed, boiled, baked or pressure-cooked, but only occasionally fried, in order to maintain the fat content. Wilson said that her former employer Beulah Murphy, who owns a restaurant called Mrs. Murphy's Kitchen, added macrobiotic dishes to the regular lunch menu nine years ago. She said that a third of the 75 to 100 customers served during an average lunch hour ordered the macrobiotic specials. Said Wherby: "It's a very simple way to cook, but that's why it's difficult for people."

Regardless of what type of nutritional advice they are offering, food experts agree that the country has far more knowledge about diet than people once were about diets. And they say that most clients understand clearly the connection between a good diet and good health. Be they sold, with a majority of the Canadian population still overweight—"a long way to go," the goal of food professionals, says Stern, "is to make people not take it all so seriously—to make people love their food and not be afraid of it." It is an idea whose time has already arrived.

NORLA UNDERWOOD AND  
BRENDA DALCIEZ in Toronto



Denise Stern: a mixture of encouragement and policing

year. Now, her school attracts 1,500 people monthly. Stern, who gives lessons in preparing nutritional gourmet dishes, said that she has witnessed a dramatic change in public attitudes towards food over the past 17 years. "In 1973, people were more rude. They had to follow recipes," said Stern. "In the 1980s, people were crasy about their appearance—crasy about keeping their weight and cholesterol under control. They got to be afraid of their food—of their meat and their desserts." Now, Stern added, "people are keeping calm about their eating. They're coming down on the fat, but they're not terrified anymore."

Some nutritionists contend that dietary trends can be shaped by social issues. Vancouver nutritionist Wynne Crowfoot said that increasing public concern with the environment and animal welfare has made vegetarianism much more popular in recent years. Although there are no firm statistics on the number of practicing vegetarians in Canada, a 1988 nutritional guide published by the Illinois-based Vegetarian Times magazine listed more than 3,000 vegetarian restaurants in Canada.

# EATING ON THE RUN

## FAST-FOOD CHAINS START TO LIGHTEN UP

**A**t last, two-aches, 375-16. Thomas Hasker considers himself fit, fit and healthy. The 28-year-old Vancouver restaurant adviser says that he works hard, exercises regularly and eats well most of the time. Hasker, who is single, says that he cooks light meals, usually consisting of poultry and two vegetables, most evenings and on weekends. But at noon hour three days a week, Hasker abandons his commitment to fitness and nutrition. He takes the elevator to the food court at the basement of the building where he works, buys lunch from one of a dozen or so fast-food outlets and returns to his 1,100-sq-ft office to eat. Says Hasker: "I don't even think about the nutritional value. It's just to fill a void."

**Challenge** Despite growing awareness of the value of nutrition and balanced diets, millions of Canadians, like Hasker, frequently dine out for food. According to the Toronto-based Canadian Restaurant and Food Services Association, Canadians who live out 40 per cent of their meals outside the home, spend \$3.5 billion annually at fast-food restaurants. And 19 per cent of the time, Canadians will order hamburgers at restaurants, but burgers and fries, which once dominated the fast-food market, are being challenged by such alternatives as pizza, chicken, seafood, Japanese food, pasta dishes and submarine sandwiches. The major burger chains have responded to the increased competition—and consumer demand for lighter foods—by expanding their menus to include, among other things, chicken, salads and soups. But for many Canadians, prompt service is still the top priority. Said Gloria Woods, a Calgary appliance technician who eats lunch at a local burger outlet: "I do it because it's fast. It's a regular restaurant, you can spend 30 minutes eating and 20 minutes waiting."

The proliferation of fast-food alternatives has ignited a competitive free-for-all that has cut the burger chains heavily. According to Toronto-based Market Facts of Canada Ltd.,

an organization that tracks trends for the country's restaurant industry, 44 per cent of all fast-food sales in Canada last year came from places that do not sell hamburgers, up from 38 per cent in 1985. And some observers predict that the country's five largest burger chains—in order, they are McDonald's, Burger King, Harvey's, Wendy's and A&W—will face several years of stagnant sales and limited growth opportunities. Surf Airline Cook, national director of retail services with the Toronto-

Peter Goormacht, a spokesman for Market Facts, the largest consumers of fast foods have traditionally been people aged 12 to 24, but since 1981, that age group has shrunk to 19.6 per cent of the North American population, from 23.9 per cent.

Perhaps an even bigger threat to the burger chains is the growing belief among health-conscious consumers that there is little nutritional value in a meal comprising a hamburger, french fries and soft drink. Graham Peterson, manager of marketing at Toronto-based Harvey's Restaurants, says that at 250 outlets in the chain now serve chicken and fish sandwiches, vegetable soups and salads, and some have introduced dry breakfast cereals on a trial basis. Both Burger King and Wendy's have recently launched grilled chicken products, while McDonald's, which introduced chicken in 1981 and fish in the early 1970s, is considering providing its 450 Canadian restaurants with nutrition charts listing ingredients in all standard products, which could then be passed on to customers. The chain has also introduced salad, low-fat milk and frozen yogurt.

**Concern** But from coast to coast, many Canadians express concern over their diets while admitting that they have a weakness for fast foods, regardless of the nutritional value. During a recent visit to Halifax, 26-year-old chef Alan Connor sat outside the public eating facility French fries purchased from a roadside vendor Connor, who cooks as an expensive restaurant in Wolfville, 90 km from Halifax, said, "You can't get good fries in Wolfville, so I get them every time I'm here."

And Vancouverite Hasker admits he sometimes buys burgers and fries simply because he likes going to McDonald's. "It's a groove life I feel the spot." And he likes the cash registers ringing in Canada's fast-food chains.

**SHERRA McKEAY with GLEN ALLAN in Halifax, JENNIFER KROMCHENSKI in Calgary and NAL QUTUB in Vancouver**



Hasker buying lunch at a takeout outlet "just to fill a void"

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Sauce: the occasional chocolate truffle wards off an attack—temporarily

## SWEET TEETH, FAMILIAR FACES

### CELEBRITIES CONFESS THEIR CRAVINGS

First, vegetables and yogurt may be the order of the day for health-conscious celebs. But, in cream, chocolate and otherwise, we are still the cravers of those punning high-fat products and low-fat diets. In a *Maclean's* survey of prominent Canadians across the region, most agreed that they normally try to eat sensibly—but they all admitted that they succumbed to periodic and intense cravings for rich foods. A sample of some favorite delights

alike and howlouts about once a month. That's a bit sadistic a full-blown fix, and the occasional chocolate truffle wards off a temporary attack. Says Stoute: "It's schadenfreude because I actually feel happier when I've had it."

**Audrey McLaughlin**, 53-year-old leader of the federal New Democratic Party, uses to maintain a balanced diet. But about once a month, she succumbs to a hot Indian yogurt sauce in Ottawa's Byward Market on her way home from work.

Vancouver broadcaster **Jack Webster**, 72, a regular on CBC's *Weekend Update*, says that he used to feel the fridge was

go back to bed as a putty ball. Webster has since shed eight pounds by reforming his habits. He says that he now limits his indulgences to barbecues at the family farm on Salt Spring Island. "You know, three-quarter-inch steaks, perfect rare, done over an older fire on a big stone barbecue," says Webster.

A global quest for great food keeps **Mario Bernadea**, music director of the Calgary Philharmonic Orchestra and principal conductor of the CBC Vancouver Orchestra, coming back to Vancouver, where he counts his best work restaurants in the world. Says Bernadea: "They should not allow me into these snobs places. I really crave myself. I especially like hers, the belly of the cow. It just melts in your mouth."

Calgary Flames president and general manager **Cliff Fletcher** craves spicy, rich food. Fletcher, 55, who attends most of the Flames' 40 regular-season games, says that he usually indulges in an exotic meal between 10:30 p.m. and midnight, after the final buzzer has sounded. Says Fletcher: "I like my hot foods, like Malaysian or East Indian dishes. There isn't anything that's hot or spicy for me."

**Elkie Sayers**, 57, mayor of Saint John, N.B., since 1983 and a frequent national commentator on municipal issues, describes herself as "a three-course-meals-a-day person." But when she really wants to taste a bit of home, she says, she makes a specific, cream-laden dish from Sault Ste. Marie: "You put a layer of scallops in a dish, then a layer of coquilles, then a layer of scallops and then coquilles on top of that, and add butter but not too much. It tastes just wonderful."

Author **General Kenneth Dye**, 54, says that he still "recovered sugar and salt from my table 30 years ago." He also skips potatoes because he isn't allowed butter on them. But Dye admits that the one dish in his dietary arsenal is Scotchman's. He says the rich dessert, usually a mixture of sherry-soaked cake, fruit cocktail and whipped cream, is his favorite indulgence.

**Wayne Swan**, member of the Newfoundland-based (CFO) comedy troupe, says that he is a strict vegetarian who occasionally says who he describes as "standard biblical fare": goat's milk yogurt, greens and fresh fruit. But, once a month, he surrenders self-control to chocolate and berries. "I'll have my chocolate fix," says Swan. "And then, just in the sugar bowl. I go home with a drink. I do give chocolate to secret and the alcohol is public."

**Hugh MacKenzie**, author of the classic Canadian novel *The Solitaires*, says that he eats two scrambled eggs every morning. "I don't mind it that much in the years," says MacKenzie, 84. "I've been eating eggs since I was a child, and it hasn't killed me yet. Everyone is entitled to their favorite food, as long as it doesn't poison them."

**DAVID BRADY** with correspondents' reports

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# Media modesty can be beyond belief

BY GEORGE BAIN

Sometimes the modesty of the media is unbelievable. Lately, the astounding victory of Bob Rae and the New Democrats in Ontario led to a great host of mass psychoanalysis which produced the explanation— voter cynicism, distrust, postmodernism. It is not necessary to go outside Altonara's to find representative distortions. The lead story in the postelection package, headed "Shock waves," said, "The dramatic upset appeared to reflect a deep well of distrust in the electorate, directed at politicians in general and the political process in aid." And later, "... many voters responded by turning to the one major party that is not, at least in Ontario, carry the baggage of a dire affliction." That coincided with the quoted opinion of Allan George, chairman of the polling firm Decima Research Ltd. "Voters," he said, "are saying to politicians who held power in the 1980s, 'A jet out of your houses!'"

None of that was very complimentary to Ontario's premier-disgrace, who was left looking like the recipient of an undesired reward. Many analysts, Macdon's also noted, cited the initial effect on Rae's performance. Liberal David Peterson, of the discredited "Mud money factor."

Peterson had been on the scene late in Bruce McNair's so the Hinch Lake accord, with the result that some of the Prime Minister's popularity in the country had leaked off on him. The logic of that is not imperative, but if we accept for sake of argument that it was significantly true, the voters must not have been paying attention to what Bob Rae was saying. He, too, had supported McNair Lake. That returns us to the all-permeating media conclusion with which we started—that the voters of Ontario, cynical, fed up, distrustful, hadn't voted for what they wanted but against what they didn't. And here that, we come to the media themselves and their incoherent modesty. See Ernest, "Gowers in his Complete Plain Words, published first in 1964, succinctly described "writing" in his prologue as "an

**Bob Rae will soon find that reporters work on the premise that government is venal, badly motivated and chronically stupid**

instrument for conveying ideas from one mind to another."

Even in the television age, writing is fundamental to all journalism. Lloyd Robertson and Peter Mansbridge aren't making up all that stuff as they go along. Surely, then, if any large public comes to the conclusion that its government, its politicians in office and even the political process are rotten, the millions of words disseminated daily by the combined media must have had some part in conveying that idea.

Curiously, indeed, if the media seems to have risen from reading the mind of Ontario to take credit for having influenced it in the negative direction indicated. At one time, newspaper editors and publishers used to glow at being called mouthpieces of public opinion. And they were equally in the business of influencing opinion. Television people have always been ashamed as the subject, on the one hand prepared to boast of the great influence of their media, but forever denying (because feared) that anyone actually exerts it. Presumably, it just happens—which appears is entitled to be so, provided they accept that the selection of news broadcast and the particular facts chosen to be highlighted have no effect on viewers'

perceptions of the world around them.

One fact not to be dismissed in considering what may cause Canadians to be cynical about their politics, politicians and the political system is that very much political reporting in Canada is itself cynical, hence negative. The conclusion of William Thomel, editor-in-chief of The Globe and Mail, in a signed piece on his own editorial page, was that the Ontario Liberals sank beneath a rising tide of cynicism. What that overlooked was that the same tide overtook newspapers and the media as a whole ages earlier.

Consider, plucked from just a few recent issues of Thomel's own newspaper "Ontario 'hitchhiking' heritage, group says." "Social policy deflates family." "Health care cutbacks called devastating." "Critics assail environmental assessment plan." "Child poverty increased." "Rumors war of misapprehensions between the two." "Lennon of Oak 'not cut' because of JPM's previous money mistakes." "Clearly any government, which, in a period of days, is capable of hitchhiking a heritage, deflating the family, devastating health care programs, generating environmental plans and child poverty (whether or child poverty ever being popularly or being standard, and damaging the nation, is not a government that people readily will put their faith in. And that is very much the nature of much of what Canadians are given to read and listen to as news, government is bad, a malignant influence, a parasite where it should be helpful, and lacking compassion where it should be generous.

On the other hand, all environmentalists are undoubtedly good. Educationists are good, women's rightsists are good, native people, farmers, fishermen, trade unions, religious people who love trains are all good. Social programs are beyond argument good, arts and culture are good, publicly funded research is good as in public broadcasting. All minorities are good, gays and lesbians are good, sexual harassment is good, protesters are good for whatever reason are good. Every prospect promises and only politicians are vile. Whenever government and a populist interest group clash, government is wrong, usually personally.

It is not in common specificity of affairs or policies that reporting on government goes awry, although better balance might be maintained if not quite everyone were his or her own editor-in-chief, competing to denounce it as the premise that government is venal, badly motivated, unaring and chronically stupid. The New Democrats in Ontario benefit extra-ordinarily from this because, never having been in government or even seriously close, they have been able to side with every populist attack on the country without having to reckon the cost in tax dollars. Also, provincial governments do better in the face of disgruntled angry government less because network television uses the pattern for media coverage, and network television is by definition national. But, even so sheltered, Bob Rae will learn that, in Canada as nowhere is to be noticed. He may have found as much in the headline which appeared within days of his being sworn in: "Ontario premier put on detective."



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## SPORTS

# The rough riders

Mountain biking soars to new heights

While most Canadian cyclists are content to pedal quietly along city streets or through urban parks, Whistler, B.C., resident Cindy Devine prefers racing down mountains in a bicycle that speeds of up to 48 km/h. The 30-year-old physiotherapist took up mountain biking three years ago, and last month captured the women's downhill title at the first World Mountain Bike Championships at Purgatory Ski Resort near Durango, Colo. The nation's top, who finished one-third of a second behind Devine, was 19-year-old Whistler native Elaine Brown, who switched to bicycles from

championluge attracted 806 cyclists from 24 countries, including several dozen Canadians. Said organizer Philip Milburn: "It's almost unheard of to go from a new country to an international sport in less than a decade."

The world championships consisted of both cross-country and downhill races. In the cross-country event, male competitors rode 52 km along a challenging, root-strewn trail full of steep ascents and sharp descents at the base of a mountain. Female racers followed the same course but only for 37 km. The downhill event consisted of a hair-raising ride on a trail that averaged 64 km from the summit to the foot of the mountain. Devine said that she covered the distance in 7:34 minutes.

The growing popularity of mountain biking is bringing better financial payoffs for top competitors. Devine said that, during each of the past three years, she has worked as a physiotherapist from December through March. For the remainder of the year, she trained and competed with some financial assistance from equipment manufacturers. But following her world championship victory, the manufacturers agreed to cover her entire 1991 training, travel and competitive expenses, which could run as high as \$250,000.

For aspiring competitors, and even recreational users of mountain bikes, the increasing popularity of the sport has created some unexpected friction. In both Brit-

ish Columbia and Ontario, the operators of hiking trails have banned mountain bikes. Said Douglas Robertson, executive director of Ontario's Bruce Trail Association, which manages the 745-km trail between Niagara Falls and Toronto: "The challenge and speed of mountain biking just aren't compatible with the needs of our users or the trail itself." For her part, Devine said that that is a major reason for shoring out much from Whistler to Rossland, B.C., in the southeast corner of the province, 400 km from Vancouver. There, and the less populated Kootenay Mountains, she hopes to pursue a passion that has turned into a passion.

DIANE BRADY with correspondent reports



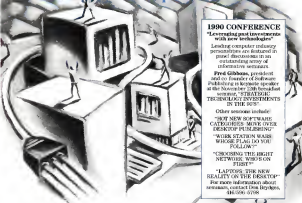
Devine: "This isn't a sport for timid people."

mountainous after breaking her leg in a collision with a trailer at the age of 16. Said Devine: "This isn't a sport for timid people."

Over the past decade, Canadian cycling enthusiasts have begun to show a marked preference for so-called mountain bikes, which have thick tires, sturdy frames and upright handlebars, as opposed to the sleeker, speedier 10-speed, which have narrow tires, high seats and dropped handlebars. According to the Canadian-based Canadian Cycling Association, mountain bikes now account for 85 per cent of the 1.6 million new bicycles purchased in Canada annually. And as increasing number of cyclists are participating in grueling cross-country and downhill competitions, The world

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### THEATRE

## Magic and madness

*A melodrama focuses on sexual repression*

THE ARAB'S MOUTH

By Ann-Marie MacDonald  
Directed by Marianne White

**I**f sheer strangeness could be measured, Ann-Marie MacDonald's new play, *The Arab's Mouth*, would probably top the scale. Set in a Scottish manor at the turn of the century, the work—which runs until Oct. 21 at Toronto's Factory Theatre—features a grotesque about evolution, an actor impersonating a dog, Egyptian religious rites, a character who looks like an extraterrestrial being and a family haunted by madness. MacDonald has managed to fuse those odds and ends, or cast of them, into an intriguing psychological melodrama about the nature of change and sexuality. The playwright explored those themes in her award-winning 1986 play, *Goodnight Goodness* (Good Morning, Inc.), which relocated the characters of two Shakespearean heroines along feminist lines. Although comic, funny at times, *The Arab's Mouth* is a darker drama, taking a more ominous, tension-filled route to the heart of its subject.

That subject is sex—but not just in the narrow, colloquial sense, but what it means to be a man or a woman. Pearl MacIsaac (Martha Burns) and her brother, Victor (Gleny Camp), are the sons of an old, Scottish aristocratic family. Pearl 32, is an unmarried evolutionist who is searching for the missing link between animals and humans. The pompier Victor—a high-strung dresser who acts as a left hand to his father—has a deceased mother. In the opinion of an old family friend, Dr. Seamus Reid (David Fox), Victor is going mad and should be confined to an asylum.

Both Victor and Pearl are the prisoners of a distorted sexuality. Victor has colonized his romantic longings into an available hanger for the sheltered mode by his aunt Flora (Shirley Hamilton), while Pearl seems to have no interest in sex at all. Yet she becomes pregnant—without, at first, the aid of a man.

Such events turn *The Arab's Mouth* into a deeply symbolic drama, whose various magical events represent the twisting possibilities that life carries within itself. When Pearl discovers a stone marked with Egyptian hieroglyphs, Reid recalls that ancient Egypt had no connection with Scotland. But later, Pearl has a dream in which she descends underground and meets an animal-headed figure from Egyptian mythology. The scene suggests that barbarism has a common, long abode: it is some expression, says MacDonald, seems to be saying, people bring an earth to ancient Egypt as they do to their own culture.

But it is one thing to offer such ideas and

another to weave them into a unified play. There are so many complex symbols in *The Arab's Mouth* that at times it seems as if it was written in a private language. That complexity

tends to obscure the characters' motives. Still, the play generates a lot of old-fashioned dramatic tension, particularly over Reid's apparent imprisonment of a strange creature in the attic. And the work of the personal actors is clear and bold, as is dancer Sue LaPage's art, with its white moon hovering over a surrealistic landscape of granite cliffs and cheerless horizon. *The Arab's Mouth* may be confused at times, but the fine production suggests that it is the legitimate, embelished extension of a playwright with important arguments on her mind.

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## MUSIC

# Radical rhythms

*Nexus beats a path to Carnegie Hall*

For a serious musical outfit, Nexus has acquired a reputation for the eccentric. Among the percussion group's material is a xylophone solo punctuated by a series of loud, rattle stick rolls. And when the Toronto-based quartet appeared at an outdoor water festival in Ottawa, the musicians were seated high atop a table in the sun and rain. But along with its sense of humor, the quartet has won international renown as a pioneering percussion group. This week, Nexus makes its debut at New York City's legendary Carnegie Hall, with the New

York Symphony Orchestra. "I've got a couple of loose fingers and spent five years learning to play instruments from different cultures. But I've never had to learn to play Transilvania steel pans, and now suddenly I have to play them before a really top audience in one of the world's great venues."

Still, Becker said that the Carnegie Hall appearance represents a pinnacle for Nexus, which over the past 15 years has helped to establish percussion music as a serious form in its own right. Since the group's formation in 1971, it has performed with orchestras includ-



Hartenberger (left), Engelman, Wyre, Becker, Cahn: groups and glissandos

ton Symphony Orchestra and conductor Seiji Ozawa. The musicians will perform a new, approximately half-hour work by Japanese composer Toru Takemitsu, which Carnegie Hall commissioned for the group as part of the establishment's 100th anniversary celebrations.

Nexus member Bob Becker acknowledged feeling some anxiety about the premiere performance of Takemitsu's *From the Forest what you will*. From his vantage, the group had less than a month to rehearse the piece, which it will also take to the Kennedy Center in Washington on Oct. 20 and to Tokyo next year. And the unaccompanied work requires that the five musicians—Becker, William Cahn, Robin Engelman, Russell Hartenberger and John Wyre—play an unusual combination of instru-

ment, the New York Philharmonic and Detroit Symphony and was internationally acclaimed for its interpretations of works by contemporary composers and of African and Asian music. Composers themselves, the members of Nexus write and performed the music for the 1975 Academy Award-winning documentary *The Man Who Shook Goats* Everest and have recorded several albums.

According to Becker, the secret of the group's longevity lies in the long-standing friendship among its members. "We do it because it's a kick to play together," he said. "And that would be true if we played fiddles or anything else." After two decades of marching to its own drum, Nexus is grabbing the world's attention with its adventurous rhythms.

NICHOLAS JENNINGS

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Johnson: He shows as much skill as the women in a sleazy potboiler of a movie

**FILMS**

**Lone-star sex**

*Don Johnson disrobes in a torrid soap opera*

**THE HOT SPOT**  
*Directed by Dennis Hooper*

**H**ollywood's bad boys are back at it. The director is Dennis Hooper, reformed android and minor legend, a Texas survivor whose acting career won't like a wily tattoo across the dark side of American culture—the machinos of Gary Barber (1986) to the salubrious of Mike Myers (1988). The star is Don Johnson, who went undercover and the Coen brothers' *Miller's Place*. Now Hooper and Johnson share scenes in a sleazy little potboiler called *The Hot Spot*. Torrid and trendy, the movie is as coy as its title. It combines the dark, moody style of vintage crime drama with the swiftness of a southern-fried soap opera. A trash-fire of cliché, *The Hot Spot* generates a lot of heat, sizzles with cheap thrills and sends off some wild sparks of humor. But its pleasures are muted by a toxic puff of cynicism.

Based on Mel Roth's 1971 novel by U.S. author Charles Williams, *The Hot Spot* is about a rugged drifter, Harry (Johnson), who turns up in a small Texas town in the heart of the summer. His first takes him way into a job selling cars. And he attracts the attention of two women. One is an innocent, brunette named Glenn (Jennifer Connelly), a naive accountant who becomes the victim of a mysterious blackmail plot. The other is the boss's wife, an enigmatic blonde named Dolly (Virginia Mads-

son) who has the morals of a Venus flytrap. Dolly is hungry for trouble. "There are only two things to do around here," she tells Harry with a sultry drawl. "You get a TV! Or! Well, now you're down to one." But Harry has his own idea for beating the boredom—a sleazy scheme for robbing the local bank. When his secret gets out, however, he, too, becomes the victim of blackmail.

At Harry, Johnson offers a grumpy, low-key version of his Miami Vice persona. Dennis Hooper keeps the score on a tight leash, confining performance to a subtle range of glances and gestures. Hooper's direction is intensely stylish, but he seems unable to stick to one style. He slackens the dramatic tension by portraying his characters as a titillating series of sexual escapades—including a nude tryst in a swimming hole—that would make more sense in *The Blue Lagoon*. To his credit, however, Hooper is an equal-opportunity titillator.

Johnson does as much skin as the women. By making his intentions so transparent, *The Hot Spot* undermines credibility. One minute, Johnson gets to behave like a serious actor, the next, he is a sex object putting at flame. A movie melodrama with aspirations to be a *Playboy* photo spread, *The Hot Spot* is amusing enough and visually slick enough, it has more in common with television—peeling its star right back where he started.

DEAN D. JOHNSON

**Wishful  
thinking**

*Canadians hit a home run in a new comedy*

**MR. DESTINY**  
*Directed by James Orr*

**T**hrough an unlikely twist of fate, an average Joe winds up in a rich man's shoes. It is a well-worn Hollywood premise—and actor James Belushi seems to be making a career out of it. In *Taking Care of Business*, released a mere two months ago, he played an escaped convict who switches identities with a high-powered executive. Now, in *Mr. Destiny*, he portrays a white-collar drone who steps through the Twilight Zone into a new life as a tycoon. In both movies, baseball serves as the central metaphor for success and failure. And in both, Belushi is as vigorous, beer-loving Chicago Cubs fan, a playboy who runs riot through the upper class—and re-writes capitalism's rules to his own liking. But *Mr. Destiny* is a cut above the wince-inducing *Taking Care of Business*. Since franchise director James Orr and writing partner Jim Cracchiolo—both Canadians—have injected a humanistic fervor with surprising wit, Belushi's clown is infectious.

Larry (Belushi) has a loving wife, Ellen (Kirsten Hamilton), a male dog and a home best friend, Chip (Don Locky), a cat lover at a tract house surrounded by mud and weeds for a disreputable boss at a dull desk job. Larry is dazzled that his mediocre life is the direct result of losing a championship baseball game as high school—he struck out on the final pitch. On the night of his 30th birthday, he winds up a job called the Universal Post. The bartender, a gentleman game played by Michael Caine, pours him a highball called "spit milk," which magically changes his destiny. Larry walks out one fine life—as a millionaire who hit the home run, married the prize queen and became rich beyond rich. Inevitably, Larry gets lonely at the top. "I never knew what I had," he says, spelling out the moral.

Orr and Cracchiolo have reworked such old sentiments with fresh gusto and clever twists. The two, who studied film together at Toronto's York University, changed their own destiny by accepting the unimpaired but unsuccessful *Three Men and a Cradle* (1987)—which allowed them to write their own ticket in Hollywood's big leagues. *Mr. Destiny* is written and directed with care and craft. Like a batter crushed over the center-field fence, it falls as a predictable arc—with winning results.

DEAN D. JOHNSON





# Little Santa Fe shows the way

BY ALLAN FOTHERINGHAM

**W**hy did the Canadian cross the road? To get to the middle. It's a no-old joke, popular especially among Americans, who can't understand the tentative way we approach life. This is not a rehearsal. This is the real thing—as most people realize too late when they let their 50s and 60s slip by, then find that chance to run off to Spain when they were younger and still had the energy.

There is a future of nerve in this country, a constant shrinking from the same choice. There is a current example before us in Toronto, which likes to think of itself as newly "weekend-late" but at the slightest nervous twitch resorts to bus-league drinking. After much pilfering and wheeling, the city seemed ready to proceed with a proper killer-opera house—which my world-class city watch is sure must help.

How lush are the present delights? Kenna Kirk cannot be helpfully snub by her partner in the rehearsal hall because her extended legs let the ending. A nervous Midwesterner government—nervous about throwing away money to build Hogtown—decided to use the \$40-million construction that was needed to set the \$200-million project.

But wait! The new Ontario government of all the people, led by Premier Bob—"the Woody" of Canadian politics—decided to use the \$40-million as part of the new building. The defeated Liberal government of David Peterson had promised \$85 million and a key down later—so to go along with \$20 million from the metropolitan government and \$300 million from the private sector.

Overall? Baskin! Shock! words. Perhaps the labor unions and Congressmen might not like the construction. Premier Bob wants to "rethink" the provincial commitment. No politician ever lost a vote while building a ballet dancer.

As happenstance would have it, poor dead-end, over-head-down as results in the past of death and beauty, happened at the time to be in the unlikely locale of Santa Fe, N.M., one of the most blissful spots on the globe. Victims of a sleepy raw town, popularity by such



as Kenny Rogers, disappointed with the surprising facts.

Santa Fe is in the lesser folds of the Rockies, as four miles to the north of Albuquerque. In fact, if you drive a long straight north, through Colorado, through Wyoming, through Montana, you would hit Hearse. Still—there not being much to hit there anymore. Santa Fe, one is established to learn, has 116 galleries, unlike Toronto, which is nervous about building a ballet opera-house. Santa Fe is home to perhaps 70,000 souls.

How then has all come about—a mess for the arts rather than a High Noon setting for Gary Cooper—is rather uninteresting. They've tried the history of New Mexico back to 12,000 B.C. They tried to dance, and eat, and make love. The Spaniards arrived in 1540. Santa Fe claims to be the second-oldest city in the United States of America.

The Palace of the Governors, a massive

stone fort that houses the capital of the state, is the oldest government building in the United States. The cave dwellings in the mountains are archaeological rivals to the Aztec ruins—and resemble very much the better-known Colosseum erected for Expo '87 at Montreal.

The pristine pink-and-purple beauty of the landscape attracted early artists. Painters gathered in nearby Taos as early as 1898. D.H. Lawrence and other writers formed a second colony there in the 1920s. We all remember it as that railway town—the Pullman, Topick and the Santa Fe—made famous by the celebrated Andrews Sisters. Who could forget it?

What this weekend did not know is that the Rio Grande is 30 miles away. Los Alamos, where they invented the atomic bomb, is an hour to the west. There are no neon signs allowed in town. Until several years ago, there wasn't a single element since there is a height restriction on building that discourages anything over four stories.

The local boosters claim that the town is now the third-most important art centre in the country—after New York City and Los Angeles. You can walk up Canyon Road, until your eyeballs or your feet fail, for a sole or two with wall-to-wall galleries on either side. One of the boosters is the Duke of Bedford, the last British lord with his Wolcott Abbey, to set off the rush of stately houses being turned into tourist traps. He and the lively dealers along with some friends from New York, have found Santa Fe to be the perfect retreat.

It sits at 7,000 feet, meaning the summers resist the boiling heat of the desert below. Opera? Singers from Europe decorate the season, held in a mountain amphitheatre with a roof—an outdoor amphitheatre that comes with a 100-year-old

Overall there is a visceral pride in its Indian art, its Mexican culture, its small-town ability to attract collectors and the curious from the world centres who have found in this mountain fortress a surprising centre of excellence. Up at the break and the airport, those fleeing the alien life must contend to the architectural conceits that make sure their homes-away-from-Manhattan have to be built on the whole principle perfected by the earliest inhabitants: the foot-thick walls seen in a shock from the heat of summer and conserve the warmth in winter. Santa Fe is true to its heritage and reflects, in 1990, its roots. It's comfortable and secure in its artistic traditions. And Toronto is worried about the chance of spending money on building a ballet-opera house.



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